

Digital Marketing Practices and Sales Performance of Small-Scale Kids' Garment Manufacturers in Madurai City

¹I. Jeenath Begum, ²Dr. A. Hussain Syed Ibrahim

¹Research Scholar in Commerce Madurai Kamaraj University, Madurai.

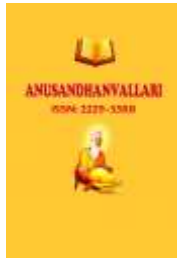
²Associate Professor, PG Department of Commerce, M.S.S.Wakf Board College, K.K.Nagar, Madurai.

Abstract: Digital marketing has become an essential business strategy for small-scale manufacturing enterprises to enhance market reach, improve customer engagement, and increase sales performance. Due to rising customer demand and the extensive use of digital channels, Madurai City's ready-made children's clothing market has grown significantly. The purpose of this study is to investigate the digital marketing strategies used by small-scale producers of children's clothing and assess how they affect sales results. Both primary and secondary data served as the study's foundation. A systematic questionnaire was used to collect primary data from 100 small-scale Madurai City kids' clothing producers, while secondary data was obtained from books, journals, government papers, and internet sources. The data was analyzed using percentage analysis and the relevant statistical methods. The study focuses on a number of digital marketing strategies, such as email marketing, mobile marketing, social media marketing, online advertising, and e-commerce platforms. It is anticipated that the results will show how successful digital marketing strategies boost customer acquisition, sales growth, brand awareness, and company competitiveness. The study comes to the conclusion that Madurai City's small-scale producers of children's clothing can improve their long-term viability and sales performance by implementing creative digital marketing techniques.

Keywords: Digital Marketing, Sales Performance, Small-Scale Industries, Social Media and E-Commerce.

Introduction

In the ever changing digital economy, digital marketing has become a potent instrument for companies to advertise their goods, expand their market reach, and improve client interaction. The way businesses engage with clients and carry out marketing initiatives has changed due to the growing usage of the internet, smartphones, social media platforms, and e-commerce websites. In order to enhance their market presence, draw in new clients, and bolster their competitive position, small-scale kids' clothing manufacturers—who are important to the textile and apparel industry—are progressively implementing digital marketing strategies. The ready-made children's clothing sector in Madurai City makes a significant contribution to both local employment and economic growth. However, manufacturers have been forced to use cutting-edge digital marketing techniques including social media marketing, online advertising, search engine marketing, email marketing, and e-commerce platforms due to fierce market competition and shifting consumer preferences. When these digital technologies are used effectively, they increase customer interactions and sales performance in addition to increasing brand visibility. For small-scale clothing manufacturers to grow sustainably, it is now crucial to comprehend the connection between digital marketing strategies and sales results. This study looks at the digital marketing strategies used by Madurai City's small-scale producers of children's clothing and assesses how they affect sales results. It is anticipated that the results will offer entrepreneurs, marketers, legislators, and researchers useful information for creating successful digital marketing plans for company expansion.



Review Of Literature

Kotler and Keller (2016) emphasized that digital marketing has become an essential component of modern marketing management. They stated that integrating digital channels with traditional marketing strategies enables businesses to improve customer engagement, strengthen brand awareness, and enhance sales performance. The study concluded that customer-oriented digital marketing practices contribute to sustainable business growth.

Chaffey (2022) observed that digital marketing practices, including social media marketing, search engine optimization (SEO), email marketing, and e-commerce, significantly influence business performance. The study found that businesses effectively using digital platforms experience increased customer reach, improved brand visibility, and higher sales growth compared to businesses relying solely on traditional marketing methods.

Tuten and Solomon (2023) explained that social media marketing plays a vital role in creating customer engagement and strengthening brand loyalty. Their study revealed that interactive digital content, online promotions, and customer communication through social media platforms positively influence consumer purchasing decisions and improve overall sales performance.

Kumar and Sharma (2023) examined the adoption of digital marketing practices among small-scale manufacturing enterprises in India. The study found that the use of digital advertising, online marketplaces, and social media promotion significantly increased sales performance, customer acquisition, and business competitiveness. The authors recommended greater investment in digital technologies for sustainable business growth.

Gupta and Verma (2024) investigated the impact of digital marketing on the sales performance of small-scale enterprises. The study concluded that businesses actively using digital marketing tools such as Facebook, Instagram, WhatsApp Business, and e-commerce platforms achieved higher customer engagement, improved sales revenue, and enhanced market competitiveness. The authors emphasized that continuous adoption of digital marketing practices is essential for long-term business success.

Research Gap

The significance of digital marketing in improving corporate performance across a range of industries has been examined in earlier research. However, few empirical research, especially at the regional level, have concentrated on small-scale producers of children's clothing. The degree of use of digital marketing technologies, the difficulties manufacturers confront, and their impact on sales performance are not sufficiently covered in the literature now in publication. Therefore, by examining digital marketing strategies and their effects on the sales performance of small-scale kids' clothing manufacturers in Madurai City, this study aims to close the research gap.

Theoretical Background

The Marketing Mix Theory (4Ps), One of the key ideas in marketing and business is which Philip Kotler created and popularized. It clarifies that the successful integration of four crucial marketing components—Product, Price, Place, and Promotion—is what determines a company's success. These components support businesses in meeting client demands, adding value, and accomplishing goals. Harjai et al. (2025) With the incorporation of digital technology, the traditional marketing mix has changed in the current digital era, allowing businesses to use online platforms for product promotion, customer communication, and market expansion. The Marketing Mix Theory offers small-scale kids' clothing manufacturers a helpful framework for comprehending how digital marketing techniques might improve company performance and sales growth. According to **Kotler and Keller (2016)**, *"The marketing mix is the set of controllable marketing tools that the*

firm blends to produce the response it wants in the target market." The marketing mix consists of four major elements **Product, Price, Place, and Promotion (4Ps)**—which are designed and managed to satisfy customer needs while achieving organizational goals.

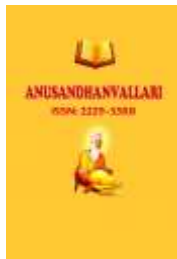
Components of the Marketing Mix (4Ps)

Product refers to the goods or services offered to customers to satisfy their needs and wants. For kids' garment manufacturers, product quality, attractive designs, durability, comfort, and variety play a crucial role in attracting customers. Price is the amount customers pay for a product. Appropriate pricing strategies, competitive pricing, discounts, and promotional offers influence customers' purchasing decisions and improve sales performance. Place refers to the distribution channels through which products reach customers. In the digital environment, online marketplaces such as Amazon, Flipkart, company websites, and social media platforms have become important distribution channels. Humayun et al. (2025) Promotion includes all communication activities used to inform, persuade, and remind customers about products. Digital marketing tools such as Facebook, Instagram, WhatsApp Business, Google Business Profile, email marketing, and online advertising have transformed promotional activities by increasing customer engagement and expanding market reach.

Importance of Marketing Mix Theory

It offers a thorough structure for creating successful marketing plans. It assists companies in determining client requirements and providing goods that meet consumer demand. It encourages more competitive and profitable price choices. By using digital platforms and effective distribution, it increases product availability. Gondekar et al. (2025) Through social media, internet advertising, and digital marketing tools, it enhances promotional efforts. Long-term customer connections, brand awareness, and customer involvement are all enhanced. In both local and online markets, it makes it possible for small-scale manufacturers to successfully compete with larger companies.





The study "Digital Marketing Practices and Sales Performance of Small-Scale Kids' Garment Manufacturers in Madurai City" is theoretically grounded in the Marketing Mix Theory. Since online product promotion is the main focus of digital marketing strategies, promotion is the most important of the four components of the marketing mix in the current study. Manufacturers can reach a larger client audience, enhance brand awareness, fortify customer relationships, and boost sales performance by utilizing social media marketing, WhatsApp Business, Google Business Profile, online marketplaces, and digital advertising. As a result, the Marketing Mix Theory is extremely pertinent to understanding how successful digital marketing strategies support the long-term expansion and commercial success of small-scale producers of children's clothing.

Statement Of The Problem

The quick development of digital technologies has changed how companies market their goods and engage with consumers. Due to shifting customer tastes, internet shopping habits, and the growth of digital marketplaces, small-scale producers of children's clothing are up against more competition. Many small manufacturers struggle to adapt and use digital platforms successfully, despite the fact that digital marketing offers chances for greater sales, better customer involvement, and a broader market reach. Few studies have looked at how Madurai City's children's clothing makers use internet marketing strategies. Thus, the purpose of this study is to examine how digital marketing strategies are used and how they affect the sales performance of small-scale producers of children's clothing.

Objectives

1. To examine the socio-economic profile, business conditions, and level of adoption of digital marketing practices among small-scale kids' garment manufacturers in Madurai City.
2. To analyze the digital marketing tools and platforms used by small-scale kids' garment manufacturers and examine their relationship with sales performance.

Methodology

Research Design: The current study uses a descriptive research methodology to investigate the effects of digital marketing strategies on the sales performance of Madurai City's small-scale producers of children's clothing.

Period of the Study: The investigation was carried out between 2025 and 2026. Small-scale producers of children's clothing in the designated Madurai City neighbourhoods provided the primary data.

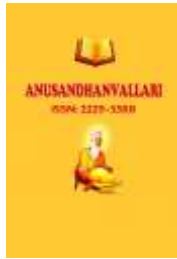
Sources of Data: Both primary and secondary data served as the study's foundation. Using a planned interview schedule, primary data was gathered directly from small-scale producers of children's clothing. Books, research journals, papers, reports, websites, and other pertinent publications about digital marketing and small businesses were the sources of secondary data.

Sample Collection: One hundred small-scale producers of children's clothing were chosen for the study from four blocks in Madurai City: Madurai East, Madurai West, Thirupparankundram, and Thirumangalam. A straightforward selection technique was used to choose a sample of 25 responders from each block.

Tools Applied for Data Analysis:

The collected data were analyzed using the following statistical tools:

- ❖ **Percentage Analysis** – To study the socio-economic profile, digital marketing adoption level, and usage pattern of digital platforms.
- ❖ **Mean Score Analysis** – To measure the level of digital marketing practices among manufacturers.
- ❖ **Chi-Square Test** – To examine the relationship between digital marketing practices and sales performance.

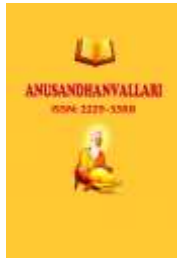


Result And Discussion

The tables offer a thorough summary of the socioeconomic circumstances, adoption of digital marketing, use of digital platforms, and sales performance of Madurai City's small-scale producers of children's clothing. One hundred respondents were chosen from four blocks—Madurai East, Madurai West, Thirupparankundram, and Thirumangalam—for the analysis. The results show the characteristics of manufacturers' businesses, ownership arrangements, revenue levels, and adoption rates of digital marketing strategies. The findings show that digital channels like Facebook, Instagram, WhatsApp Business, and online marketplaces are being used more and more to promote businesses. The statistical research demonstrates that manufacturers' sales performance is greatly enhanced by digital marketing strategies.

Table-1: Socio-Economic Profile of Small-Scale Kids' Garment Manufacturers in Madurai City – Block-wise Distribution

S. No.	Variables & Category	Madurai East	Madurai West	Thirupparankundram	Thirumangalam	Total
1.	Gender					
	Male	18 (72.0)	19 (76.0)	17 (68.0)	18 (72.0)	72 (72.0)
	Female	7 (28.0)	6 (24.0)	8 (32.0)	7 (28.0)	28 (28.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
2.	Age of Manufacturer (Years)					
	Below 30	4 (16.0)	5 (20.0)	4 (16.0)	5 (20.0)	18 (18.0)
	31–40	12 (48.0)	10 (40.0)	11 (44.0)	9 (36.0)	42 (42.0)
	41–50	6 (24.0)	7 (28.0)	7 (28.0)	8 (32.0)	28 (28.0)
	Above 50	3 (12.0)	3 (12.0)	3 (12.0)	3 (12.0)	12 (12.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
3.	Educational Qualification					
	School Level	5 (20.0)	6 (24.0)	7 (28.0)	6 (24.0)	24 (24.0)
	Undergraduate	10 (40.0)	9 (36.0)	10 (40.0)	9 (36.0)	38 (38.0)
	Postgraduate	8 (32.0)	8 (32.0)	6 (24.0)	8 (32.0)	30 (30.0)
	Professional Qualification	2 (8.0)	2 (8.0)	2 (8.0)	2 (8.0)	8 (8.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
4.	Business Experience					
	Below 5 Years	5 (20.0)	6 (24.0)	5 (20.0)	4 (16.0)	20 (20.0)
	5–10 Years	11 (44.0)	10 (40.0)	12 (48.0)	11 (44.0)	44 (44.0)
	11–20 Years	7 (28.0)	6 (24.0)	6 (24.0)	7 (28.0)	26 (26.0)



	Above 20 Years	2 (8.0)	3 (12.0)	2 (8.0)	3 (12.0)	10 (10.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
5.	Type of Ownership					
	Sole Proprietorship	17 (68.0)	18 (72.0)	16 (64.0)	17 (68.0)	68 (68.0)
	Partnership	6 (24.0)	5 (20.0)	7 (28.0)	6 (24.0)	24 (24.0)
	Others	2 (8.0)	2 (8.0)	2 (8.0)	2 (8.0)	8 (8.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
6.	Number of Employees					
	Below 5 Employees	8 (32.0)	9 (36.0)	7 (28.0)	8 (32.0)	32 (32.0)
	5–10 Employees	12 (48.0)	11 (44.0)	13 (52.0)	12 (48.0)	48 (48.0)
	Above 10 Employees	5 (20.0)	5 (20.0)	5 (20.0)	5 (20.0)	20 (20.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
7.	Monthly Business Income (Rs.)					
	Below Rs.50,000	5 (20.0)	6 (24.0)	6 (24.0)	5 (20.0)	22 (22.0)
	Rs.50,001– Rs.1,00,000	12 (48.0)	11 (44.0)	12 (48.0)	11 (44.0)	46 (46.0)
	Rs.1,00,001– Rs.2,00,000	6 (24.0)	6 (24.0)	5 (20.0)	7 (28.0)	24 (24.0)
	Above Rs.2,00,000	2 (8.0)	2 (8.0)	2 (8.0)	2 (8.0)	8 (8.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
8.	Source of Business Finance					
	Own Investment	14 (56.0)	13 (52.0)	14 (56.0)	13 (52.0)	54 (54.0)
	Bank Loan	8 (32.0)	8 (32.0)	7 (28.0)	9 (36.0)	32 (32.0)
	Other Sources	3 (12.0)	4 (16.0)	4 (16.0)	3 (12.0)	14 (14.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
9.	Digital Marketing Adoption Level					
	High Level of Adoption	10 (40.0)	11 (44.0)	8 (32.0)	9 (36.0)	38 (38.0)
	Moderate Level of Adoption	11 (44.0)	10 (40.0)	11 (44.0)	10 (40.0)	42 (42.0)
	Low Level of Adoption	4 (16.0)	4 (16.0)	6 (24.0)	6 (24.0)	20 (20.0)

	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)
10.	Preferred Marketing Method					
	Traditional Marketing	8 (32.0)	9 (36.0)	7 (28.0)	8 (32.0)	32 (32.0)
	Digital Marketing	7 (28.0)	6 (24.0)	8 (32.0)	7 (28.0)	28 (28.0)
	Both Traditional & Digital Marketing	10 (40.0)	10 (40.0)	10 (40.0)	10 (40.0)	40 (40.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)

Source: Sample Survey.

The socioeconomic profile and business circumstances of 100 small-scale producers of children's clothing from the Madurai East, Madurai West, Thirupparankundram, and Thirumangalam blocks are shown in the above table. The results show that 28% of manufacturers are women and 72% of responders are men. In terms of age, 42% fall into the 31–40 age range, while 28% fall into the 41–50 age range. Thirty percent have postgraduate degrees, while thirty-eight percent have undergraduate degrees. Sixty-eight percent of manufacturers are sole proprietors, and forty-four percent have five to ten years of business experience. In terms of workforce size, 48% of businesses employ five to ten people. 46% of business owners make between Rs.50,001 and Rs.1,00,000 per month. Additionally, 54% rely on their own investments as their primary source of funding. According to an analysis of digital marketing adoption, 20% have low adoption, 38% have high adoption, and 42% have moderate adoption. The results show that small-scale producers of children's clothing are progressively implementing digital marketing strategies to boost their company's success.

Figure -1 Socio-Economic Profile of Small-Scale Kids' Garment Manufacturers in Madurai City – Block-wise Distribution

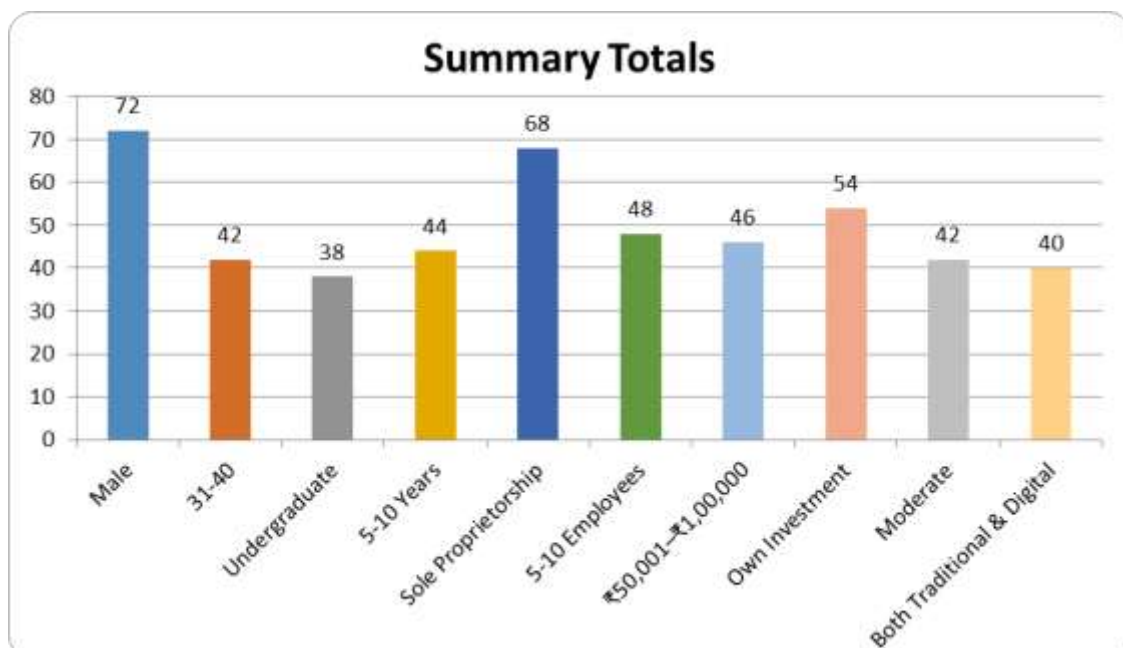


Table-2: Level of Adoption of Digital Marketing Practices among Small-Scale Kids' Garment Manufacturers in Madurai City – Block-wise Distribution

S. No.	Digital Marketing Adoption Level	Madurai East	Madurai West	Thirupparankundram	Thirumangalam	Total
1.	High Level of Adoption	10 (40.0)	11 (44.0)	8 (32.0)	9 (36.0)	38 (38.0)
2.	Moderate Level of Adoption	11 (44.0)	10 (40.0)	11 (44.0)	10 (40.0)	42 (42.0)
3.	Low Level of Adoption	4 (16.0)	4 (16.0)	6 (24.0)	6 (24.0)	20 (20.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)

Source: Sample Survey.

The above table explains the level of adoption of digital marketing practices among small-scale kids' garment manufacturers in Madurai City based on the selected four blocks. Out of 100 respondents, 42 respondents (42.0 per cent) have a moderate level of adoption, followed by 38 respondents (38.0 per cent) with a high level of adoption and 20 respondents (20.0 per cent) with a low level of adoption. Among the blocks, Madurai West recorded the highest high-level adoption with 11 respondents (44.0 per cent), followed by Madurai East with 10 respondents (40.0 per cent), Thirumangalam with 9 respondents (36.0 per cent), and Thirupparankundram with 8 respondents (32.0 per cent). Moderate adoption was observed among 11 respondents (44.0 per cent) in both Madurai East and Thirupparankundram, while Madurai West and Thirumangalam recorded 10 respondents (40.0 per cent) each. Low-level adoption was higher in Thirupparankundram and Thirumangalam with 6 respondents (24.0 per cent) each. The findings indicate that most manufacturers have adopted digital marketing practices at a moderate level.

Figure -2 Block wise Digital marketing adoption level

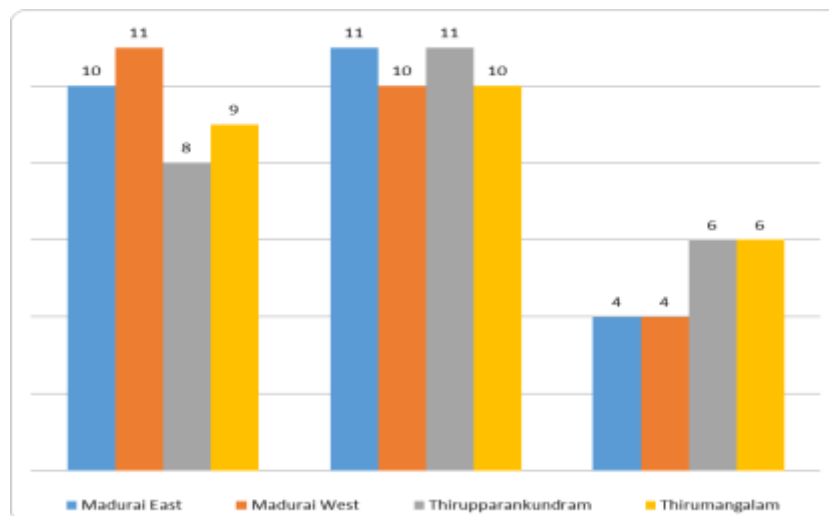


Table-3: Digital Marketing Tools and Platforms Used by Small-Scale Kids' Garment Manufacturers in Madurai City – Block-wise Distribution

S. No.	Digital Marketing Tools and Platforms	Madurai East	Madurai West	Thirupparan kundram	Thirumang alam	Total
1.	Social Media Marketing					
	Facebook	18 (72.0)	20 (80.0)	17 (68.0)	19 (76.0)	74 (74.0)
	Instagram	16 (64.0)	18 (72.0)	15 (60.0)	17 (68.0)	66 (66.0)
2.	Messaging Platforms					
	WhatsApp Business	21 (84.0)	22 (88.0)	20 (80.0)	21 (84.0)	84 (84.0)
	Telegram / Other Apps	5 (20.0)	4 (16.0)	6 (24.0)	5 (20.0)	20 (20.0)
3.	E-Commerce Platforms					
	Own Website	6 (24.0)	8 (32.0)	5 (20.0)	7 (28.0)	26 (26.0)
	Online Marketplaces (Amazon, Flipkart, etc.)	10 (40.0)	12 (48.0)	9 (36.0)	11 (44.0)	42 (42.0)
4.	Digital Promotion Methods					
	Online Advertisements (Google/Facebook Ads)	8 (32.0)	10 (40.0)	7 (28.0)	9 (36.0)	34 (34.0)
	Influencer / Customer Review Promotion	7 (28.0)	9 (36.0)	6 (24.0)	8 (32.0)	30 (30.0)
5.	Search & Customer Communication Tools					
	Google Business Profile	12 (48.0)	14 (56.0)	11 (44.0)	13 (52.0)	50 (50.0)
	Email Marketing	4 (16.0)	5 (20.0)	3 (12.0)	5 (20.0)	17 (17.0)

Source: Sample Survey.

Note: Multiple responses were allowed; hence, the total percentage exceeds 100 per cent.

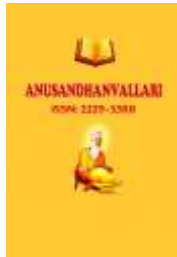
The above table explains the various digital marketing tools and platforms used by 100 small-scale kids' garment manufacturers in Madurai City across four selected blocks. The findings reveal that WhatsApp Business is the most widely used digital marketing platform, adopted by 84 respondents (84.0 per cent), with the highest usage reported in Madurai West at 22 respondents (88.0 per cent). Social media platforms also play an important role, where Facebook is used by 74 respondents (74.0 per cent) and Instagram by 66 respondents

(66.0 per cent). Regarding e-commerce platforms, 42 respondents (42.0 per cent) use online marketplaces such as Amazon and Flipkart, while only 26 respondents (26.0 per cent) maintain their own websites. Google Business Profile is utilized by 50 respondents (50.0 per cent) for customer reach and business visibility. Digital advertising tools are used by 34 respondents (34.0 per cent), whereas email marketing adoption is comparatively low at 17 respondents (17.0 per cent). The findings indicate that small-scale kids' garment manufacturers mainly depend on social media and messaging platforms for digital promotion and customer communication.

Table-4: Block-wise Relationship between Digital Marketing Practices and Sales Performance of Small-Scale Kids' Garment Manufacturers in Madurai City

S. No.	Digital Marketing Practices & Sales Performance	Madurai East	Madurai West	Thiruppara nkundram	Thirumangalam	Total
1.	High Digital Marketing Adoption					
	High Sales Performance	8 (32.0)	9 (36.0)	6 (24.0)	7 (28.0)	30 (30.0)
	Moderate Sales Performance	2 (8.0)	2 (8.0)	2 (8.0)	2 (8.0)	8 (8.0)
	Low Sales Performance	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
	Total	10 (40.0)	11 (44.0)	8 (32.0)	9 (36.0)	38 (38.0)
2.	Moderate Digital Marketing Adoption					
	High Sales Performance	5 (20.0)	5 (20.0)	4 (16.0)	4 (16.0)	18 (18.0)
	Moderate Sales Performance	6 (24.0)	5 (20.0)	5 (20.0)	4 (16.0)	20 (20.0)
	Low Sales Performance	0 (0.0)	0 (0.0)	2 (8.0)	2 (8.0)	4 (4.0)
	Total	11 (44.0)	10 (40.0)	11 (44.0)	10 (40.0)	42 (42.0)
3.	Low Digital Marketing Adoption					
	High Sales Performance	1 (4.0)	1 (4.0)	1 (4.0)	0 (0.0)	3 (3.0)
	Moderate Sales Performance	2 (8.0)	2 (8.0)	2 (8.0)	1 (4.0)	7 (7.0)
	Low Sales Performance	2 (8.0)	1 (4.0)	3 (12.0)	4 (16.0)	10 (10.0)
	Total	5 (20.0)	4 (16.0)	6 (24.0)	5 (20.0)	20 (20.0)
	Grand Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)

Source: Sample Survey.



The above table presents the block-wise relationship between digital marketing practices and sales performance among small-scale kids' garment manufacturers in Madurai City. Out of 100 respondents, 38 manufacturers have a high level of digital marketing adoption, among whom 30 per cent achieved high sales performance. Similarly, 42 per cent of manufacturers with moderate digital marketing adoption recorded moderate to high sales performance. Manufacturers with low digital marketing adoption showed comparatively lower sales performance. The findings indicate that increased adoption of digital marketing practices contributes positively to improving sales performance across the selected blocks of Madurai City.

Result : Chi-Square Test

Relationship between Digital Marketing Practices and Sales Performance

Variables	Calculated χ^2 Value	Degrees of Freedom (df)	Table Value at 5% Level	p-value	Result
Digital Marketing Practices and Sales Performance	18.642	4	9.488	0.001	Significant

Sources: Calculate value.

The above table examines the relationship between digital marketing practices and sales performance among small-scale kids' garment manufacturers in Madurai City. Among the manufacturers with high adoption of digital marketing practices, 30 per cent achieved high sales performance. In contrast, among low digital marketing adopters, 10 per cent reported low sales performance. The Chi-Square test result shows that the calculated value ($\chi^2 = 18.642$) is higher than the table value at the 5 per cent significance level, indicating a statistically significant relationship between digital marketing practices and sales performance. Hence, the adoption of digital marketing practices positively influences the sales performance of small-scale kids' garment manufacturers.

Table 5: Block-wise Sales Performance Improvement after Adoption of Digital Marketing Practices

S. No.	Sales Performance Improvement	Madurai East	Madurai West	Thirupparan kundram	Thirumangalam	Total
1.	Significant Increase in Sales	13 (52.0)	14 (56.0)	10 (40.0)	9 (36.0)	46 (46.0)
2.	Moderate Increase in Sales	9 (36.0)	8 (32.0)	10 (40.0)	11 (44.0)	38 (38.0)
3.	No Significant Change	3 (12.0)	3 (12.0)	5 (20.0)	5 (20.0)	16 (16.0)
	Total	25 (100.0)	25 (100.0)	25 (100.0)	25 (100.0)	100 (100.0)

Source: Sample Survey.

The above table explains the sales performance improvement after the adoption of digital marketing practices among small-scale kids' garment manufacturers in Madurai City across four selected blocks. Out of 100 respondents, 46 respondents (46.0 per cent) reported a significant increase in sales after adopting digital marketing practices, followed by 38 respondents (38.0 per cent) who experienced a moderate increase in sales. Only 16 respondents (16.0 per cent) reported no significant change in their sales performance. Among the selected blocks, Madurai West recorded the highest significant increase in sales with 14 respondents (56.0 per cent), followed by Madurai East with 13 respondents (52.0 per cent). Thirupparankundram and Thirumangalam reported 10 respondents (40.0 per cent) and 9 respondents (36.0 per cent), respectively, under significant sales improvement. The findings indicate that the adoption of digital marketing practices has positively contributed to improving sales performance among small-scale kids' garment manufacturers.

Chi-Square Test- Result

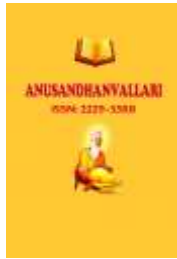
Variables	Calculated χ^2 Value	df	p-value	Result
Sales Performance Improvement × Block-wise Distribution	10.872	6	0.092	Not Significant

Sources: Calculate value

The above Chi-Square test examines the relationship between sales performance improvement and block-wise distribution of small-scale kids' garment manufacturers in Madurai City. The calculated Chi-Square value is 10.872 with 6 degrees of freedom and a p-value of 0.092, which is greater than the 5 per cent significance level. Therefore, the result is statistically not significant. It indicates that sales performance improvement does not vary significantly across the selected blocks. The improvement in sales after adopting digital marketing practices is similar among manufacturers in different areas.

Findings Of The Study

The majority of small-scale kids' garment manufacturers are male (72 per cent) and belong to the 31–40 years age group (42 per cent). Most respondents possess undergraduate qualifications and have considerable business experience. A majority of manufacturers (44 per cent) have 5–10 years of business experience, and 68 per cent operate under sole proprietorship ownership, indicating individual-based business management. Nearly 48 per cent of enterprises employ 5–10 workers, while 46 per cent of manufacturers earn a monthly business income between Rs.50,001 and Rs.1,00,000. The study reveals that 42 per cent of manufacturers have a moderate level of digital marketing adoption, followed by 38 per cent with high adoption levels. Madurai West recorded the highest level of digital marketing adoption (44 per cent), showing better utilization of digital platforms compared to other selected blocks. WhatsApp Business is the most preferred digital marketing tool, used by 84 per cent of manufacturers, followed by Facebook (74 per cent) and Instagram (66 per cent). About 42 per cent of manufacturers use online marketplaces such as Amazon and Flipkart, while 50 per cent utilize Google Business Profile for customer communication. The Chi-Square test confirms a significant relationship between digital marketing practices and sales performance ($\chi^2 = 18.642$, $p = 0.001$). Around 46 per cent of manufacturers reported a significant increase in sales after adopting digital marketing practices, indicating positive business outcomes. Madurai West showed the highest sales improvement, with 56 per cent of manufacturers reporting significant sales growth after digital marketing adoption.



Suggestions

- ❖ Provide regular digital marketing training programmes for small-scale kids' garment manufacturers.
- ❖ Encourage effective utilization of social media platforms such as Facebook, Instagram, and WhatsApp Business for business promotion.
- ❖ Promote the adoption of e-commerce platforms to expand market reach and increase sales opportunities.
- ❖ Develop professional websites and Google Business Profiles to improve online visibility.
- ❖ Increase the use of digital advertisements and online promotional strategies for customer attraction.
- ❖ Government and industry associations should support manufacturers through digital literacy programmes and financial assistance.
- ❖ Improve product branding, packaging, and online customer reviews to enhance competitiveness.
- ❖ Provide affordable financial support for investing in digital technologies and online business activities.
- ❖ Continuously update digital marketing knowledge and adopt new technologies for sustainable business growth.

Recommendations

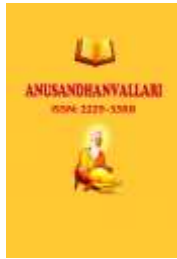
- ❖ Small-scale kids' garment manufacturers should integrate digital marketing strategies with traditional marketing methods to improve market reach and sales performance.
- ❖ Manufacturers should focus on advanced digital tools such as e-commerce platforms, online advertisements, and data-driven marketing techniques for business expansion.
- ❖ Government agencies and garment industry associations should provide specialized digital marketing training and technical support to small-scale manufacturers.
- ❖ Manufacturers should strengthen their online brand presence through professional websites, social media engagement, and customer review management.
- ❖ Financial institutions and government schemes should provide affordable financial assistance to encourage digital transformation among small-scale kids' garment manufacturers.

Conclusion

The study comes to the conclusion that digital marketing techniques have emerged as a key tactic for enhancing the commercial performance of Madurai City's small-scale producers of children's clothing. The results show that in order to market their goods and engage with consumers, manufacturers are progressively embracing digital channels like Facebook, Instagram, WhatsApp Business, and online marketplaces. Adoption of digital marketing and sales performance are significantly correlated, according to the data, suggesting that efficient use of digital technologies leads to higher sales and market expansion. Financial limitations, ignorance, and a lack of digital skills, however, continue to be significant obstacles. Therefore, to ensure sustainable growth and competition among small-scale kids' clothing producers, ongoing digital training, technology support, and successful online marketing tactics are crucial.

References

- [1] Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- [2] Chaffey, D. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson Education.
- [3] Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
- [4] Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J.,



- Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- [5] Gupta, R., & Verma, S. (2024). Digital marketing adoption and sales performance of small-scale enterprises: Evidence from emerging markets. *International Journal of Business and Management Studies*, 12(2), 45–58.
- [6] Gondekar, S., Satsangi, P., & Sharma, B. (2025). Digital Transformation and Distribution Efficiency in Small and Medium Enterprises (SMEs). *International Journal of Engineering Technologies and Management Research*, 12(2), 16–26. <https://doi.org/10.29121/ijetmr.v12.i2.2025>
- [7] Järvinen, J., & Karjaluo, H. (2015). The use of digital analytics for measuring and optimizing digital marketing performance. *Industrial Marketing Management*, 50, 117–127
- [8] Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
- [9] Harjai, V., Nair, R., & Sharma, B. (2025). Is Digital Marketing Simply Communication Evolved? A Study on How Digital Platforms Reshape Brand–Customer Interaction. *ShodhVichar: Journal of Media and Mass Communication*, 1(2), 160–165. <https://doi.org/10.29121/ShodhVichar.v1.i2.2025.54>
- [10] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- [11] Humayun, S. M. M. M., Bhalerao, A., & Sharma, B. (2025). Exploring Marketing Dynamics and Sales Practices in India's Automobile Industry: A Case Study of Tejpall MG Motors. *ShodhPrabandhan: Journal of Management Studies*, 2(1), 125–134. <https://doi.org/10.29121/ShodhPrabandhan.v2.i1.2025>
- [12] Kumar, A., & Sharma, R. (2023). Digital marketing practices and competitiveness of small-scale manufacturing enterprises in India. *Journal of Small Business and Entrepreneurship Development*, 11(1), 25–39.
- [13] Ryan, D. (2021). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page.
- [14] Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- [15] Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (4th ed.). Sage Publications.
- [16] <https://doi.org>
- [17] <https://doi.org>