

“A Empirical Study on the Effectiveness of Promotional Strategies in Venkateswara Clothing Company”

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Abstract

Promotional strategies play a vital role in enhancing brand awareness, attracting potential customers, and influencing consumer purchase decisions in today's highly competitive apparel industry. With the increasing adoption of digital marketing, social media platforms, sales promotions, advertising, and public relations activities, organizations continuously seek innovative promotional techniques to strengthen their market position and improve customer engagement. The effectiveness of these promotional strategies significantly determines customer perception, purchase intention, and overall business performance.

This study examines the effectiveness of promotional strategies adopted by Venkateshwara Clothing Company and evaluates their impact on consumer buying behaviour and organizational performance. The research aims to identify the promotional tools preferred by consumers, assess their influence on purchasing decisions, and measure the overall effectiveness of the company's promotional activities. A descriptive research design was employed for the study. Primary data were collected from 100 respondents using a structured questionnaire, while secondary data were gathered from books, research journals, company reports, websites, and other reliable sources. The collected data were analysed using percentage analysis, frequency distribution, correlation analysis, and the Chi-square test to identify the relationship between promotional strategies and consumer purchase behaviour.

The findings indicate that digital marketing, social media promotions, advertising, and sales promotion activities have a significant positive influence on customer awareness and purchase decisions. The study also reveals that attractive promotional campaigns enhance customer satisfaction, strengthen brand loyalty, and contribute to increased sales performance. Based on the findings, the study recommends that Venkateshwara Clothing Company should further strengthen its digital marketing initiatives, improve customer engagement through personalized promotional campaigns, and adopt innovative promotional strategies to maintain a sustainable competitive advantage. The study contributes to the existing literature on marketing promotion strategies and provides practical insights for managers, researchers, and marketing professionals in developing more effective promotional programmes.

Keywords: Promotional Strategies, Marketing Promotion, Consumer Purchase Behaviour, Advertising, Sales Promotion, Digital Marketing, Brand Awareness, Customer Satisfaction.

1.1 INTRODUCTION

Promotion is one of the important elements of the marketing mix that helps organizations communicate the value of their products and services to customers.

Effective promotional strategies create awareness, influence consumer attitudes, encourage purchases, and build long-term customer relationships. In today's highly competitive clothing industry, companies use various

promotional techniques such as advertising, digital marketing, sales promotions, influencer marketing, public relations, and social media campaigns to attract customers and increase sales.

Venkateswara Clothing Company operates in the garment manufacturing industry and adopts different promotional activities to improve its market presence and customer satisfaction. With changing consumer preferences and technological advancements, businesses need to evaluate the effectiveness of their promotional efforts regularly. This empirical study examines how promotional strategies influence consumer behaviour and organizational performance.

1.2 Background of the Study

The Indian textile and garment industry is one of the largest contributors to employment and economic development. Increasing competition has forced companies to adopt innovative promotional strategies to attract customers. Traditional promotional methods have gradually been replaced by digital platforms such as Instagram, Facebook, YouTube, and online advertisements.

Venkateswara Clothing Company actively utilizes promotional activities to increase brand visibility, improve customer engagement, and generate higher sales. Understanding the effectiveness of these strategies helps management make informed marketing decisions and improve overall business performance.

1.3 Industry Context

The Indian textile and apparel industry is one of the largest industries in the country and contributes significantly to national income, employment, and exports. India is among the world's leading producers of cotton, textiles, and ready-made garments. The industry consists of fibre production, textile manufacturing, garment production, exports, and retailing.

Increasing globalization, digital transformation, and changing consumer lifestyles have intensified competition in the apparel market. Consumers now expect quality products, competitive prices, and personalized shopping experiences. Consequently, companies are investing heavily in promotional strategies to improve customer engagement and strengthen brand recognition.

Digital marketing, social media platforms, influencer marketing, and online promotional campaigns have become powerful tools for reaching target customers.

Companies that effectively integrate these promotional strategies are better positioned to achieve sustainable growth and competitive advantage.

1.4 Company Profile

Venkateswara Clothing Company is a garment manufacturing unit located in Yelahanka, Bengaluru, Karnataka, and operates under Gokaldas Exports Limited. The company manufactures high-quality ready-made garments for domestic and international markets and serves several leading global apparel brands.

The organization follows modern manufacturing practices, including fabric inspection, cutting, stitching, finishing, quality control, packing, and dispatch. It emphasizes quality assurance, operational efficiency, and customer satisfaction through advanced manufacturing technology and skilled human resources.

The company also recognizes the importance of promotional strategies in strengthening customer relationships and improving brand visibility. It utilizes digital marketing, advertising, social media communication, and promotional campaigns to enhance market competitiveness and customer engagement.

1.5 Research Gap

Previous studies have extensively examined promotional strategies in retailing, consumer goods, and digital marketing. However, limited research has specifically investigated the effectiveness of promotional strategies in the garment manufacturing sector, particularly in Venkateswara Clothing Company. Furthermore, few studies have simultaneously examined customer awareness, purchase behaviour, and satisfaction in relation to promotional activities within this organizational context. This study addresses these gaps by providing empirical evidence from the apparel manufacturing industry.

1.6 Statement of the Problem

Despite considerable investment in promotional activities, organizations often face challenges in measuring their effectiveness. It is important to determine whether promotional strategies successfully increase customer awareness, influence purchasing decisions, and improve customer satisfaction. Therefore, this study evaluates the effectiveness of promotional strategies adopted by Venkateswara Clothing Company.

1.7 Significance of the Study

The present study is significant because it evaluates the effectiveness of promotional strategies adopted by Venkateshwara Clothing Company and their influence on consumer purchase behaviour, customer satisfaction, and business performance. In today's highly competitive apparel industry, effective promotional strategies are essential for creating brand awareness, attracting new customers, retaining existing customers, and achieving sustainable growth. The findings of this study will provide valuable insights into the strengths and weaknesses of the company's promotional activities and support the development of more effective marketing strategies.

2 LITERATURE REVIEW

2.1 Kotler, Keller, and Chernev (2024) Kotler, Keller, and Chernev emphasized that promotional strategies are an integral part of the marketing mix, helping organizations communicate product value, build brand awareness, and influence consumer purchase decisions. They stated that effective promotional activities such as advertising, sales promotion, digital marketing, public relations, and personal selling contribute significantly to customer acquisition, satisfaction, and long-term loyalty.

2.2 Belch and Belch (2024) Belch and Belch explained that Integrated Marketing Communication (IMC) enables organizations to deliver a consistent marketing message across multiple communication channels. Their study concluded that integrating advertising, digital media, social media marketing, and public relations enhances promotional effectiveness and improves customer engagement.

2.3 Chaffey and Ellis-Chadwick (2023) Chaffey and Ellis-Chadwick highlighted the growing importance of digital marketing in modern business. They found that digital advertising, search engine marketing, email marketing, and social media campaigns significantly influence consumer awareness, online engagement, and purchase decisions. The study emphasized that organizations should adopt data-driven digital marketing strategies to remain competitive.

2.4 Kotler and Armstrong (2023) Kotler and Armstrong stated that promotional strategies play a vital role in creating customer awareness and influencing buying behaviour. They observed that organizations using innovative promotional techniques are more successful in attracting customers and maintaining a competitive

advantage than those relying solely on traditional marketing methods.

2.5 Aaker (2021) Aaker emphasized that promotional activities contribute significantly to building a strong brand image and increasing customer trust. According to the study, consistent and well-planned promotional campaigns improve brand recognition, strengthen customer relationships, and enhance long-term business performance.

2.6 Solomon (2022) Solomon examined the relationship between promotional strategies and consumer buying behaviour. The study revealed that attractive promotional offers, informative advertisements, and effective communication positively influence consumer attitudes and purchasing intentions. The research also highlighted the importance of understanding consumer psychology while designing promotional campaigns.

2.7 Keller (2021) Keller reported that effective promotional communication strengthens brand equity by increasing brand awareness, perceived quality, and customer loyalty. The study concluded that organizations should focus on customer-oriented promotional strategies to establish long-term relationships with consumers.

2.8 Gupta and Sharma (2023) Gupta and Sharma analysed the impact of digital marketing on consumer purchase behaviour in the Indian retail sector. The findings indicated that social media marketing, influencer promotions, and online advertisements significantly influence customer buying decisions, particularly among young consumers.

2.9 Kumar and Reddy (2022) Kumar and Reddy found that sales promotion techniques such as discounts, coupons, cashback offers, and festival promotions encourage customers to make immediate purchase decisions. The study recommended that organizations regularly evaluate promotional campaigns to maximize their effectiveness and return on investment.

2.10 Singh and Verma (2023) Singh and Verma examined promotional strategies in the apparel industry and concluded that digital marketing and social media advertising have become the most influential promotional tools. Their study found that effective promotional communication improves customer engagement, brand preference, and repeat purchases.

2.11 Armstrong and Kotler (2024) Armstrong and Kotler emphasized that organizations should integrate

traditional and digital promotional strategies to reach a wider customer base. The study suggested that customer-focused promotional campaigns improve brand visibility and enhance marketing effectiveness.

2.12 Philip Kotler (2022) Philip Kotler highlighted that successful promotional strategies should focus on delivering customer value rather than merely increasing product visibility. According to the study, value-based promotional communication strengthens customer trust and enhances brand loyalty.

2.13 Verma and Gupta (2023) Verma and Gupta investigated the effectiveness of social media marketing in the Indian fashion industry. The study found that platforms such as Instagram, Facebook, and YouTube significantly influence customer awareness, purchase intention, and brand engagement.

2.14 Patel and Joshi (2022) Patel and Joshi examined the relationship between promotional strategies and customer satisfaction. The study concluded that attractive promotional campaigns, quality communication, and personalized marketing significantly improve customer satisfaction and encourage repeat purchases.

2.15 Rao and Naik (2023) Rao and Naik analysed promotional effectiveness in the apparel industry and reported that organizations using integrated promotional strategies achieve higher customer engagement and improved sales performance. The researchers recommended continuous evaluation of promotional campaigns to adapt to changing consumer preferences.

3. RESEARCH OBJECTIVES

Primary Objective

1. To evaluate the effectiveness of promotional strategies adopted by Venkateswara Clothing Company.

Secondary Objectives

1. To identify the promotional strategies adopted by the company.
2. To examine customer awareness regarding promotional activities.
3. To analyze the influence of promotional strategies on consumer purchase behaviour.
4. To identify the most preferred promotional channels.

5. To provide suggestions for improving promotional effectiveness.

3.1 RESEARCH QUESTIONS

The study seeks to answer the following research questions:

1. What promotional strategies are currently adopted by Venkateswara Clothing Company?
2. How effective are the company's promotional strategies in creating customer awareness?
3. To what extent do promotional strategies influence consumer purchase behaviour?
4. Which promotional channels (e.g., social media, advertising, sales promotion, digital marketing) are most preferred by customers?
5. Is there a significant relationship between promotional strategies and customer satisfaction?
6. How do digital promotional strategies contribute to brand awareness and customer engagement?
7. What improvements can be made to enhance the effectiveness of the company's promotional strategies?

4. RESEARCH HYPOTHESES

Null Hypotheses(H0):

H01: There is no significant relationship between Promotional Strategies and organisation performance

Alternative Hypotheses(H1):

H11: There is significant relationship between promotional strategies and organisation performance

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopts a descriptive research design to examine the effectiveness of promotional strategies adopted by Venkateswara Clothing Company. This design is appropriate because it enables the researcher to describe and analyze respondents' perceptions, attitudes, and opinions regarding various promotional activities.

5.2 Research Approach

A quantitative research approach was employed to collect and analyze numerical data. This approach facilitates the measurement of customer perceptions and enables statistical analysis to test the research hypotheses.

5.3 Sample Size

A total of 100 respondents were selected for the study. The respondents included customers and employees associated with Venkateswara Clothing Company.

5.4 Sample Details

Particulars	Details
Target Population	Customers and employees associated with Venkateswara clothing company
Sampling Technique	Convenience Sampling
Sample Size	100 Respondents
Data collection method	Structured Questionnaire
Research approach	Quantitative
Type of study	Descriptive Research

5.5 Sources of Data

The study is based on both primary and secondary sources of data to ensure a comprehensive analysis of the effectiveness of promotional strategies adopted by Venkateswara Clothing Company.

Primary Data

Primary data were collected directly from the respondents through a structured questionnaire. The questionnaire was designed to gather information on respondents' awareness of promotional activities, preferences for different promotional channels, purchase behaviour, and overall satisfaction with the company's promotional strategies. The responses obtained provided first-hand information for achieving the objectives of the study.

Secondary Data

Secondary data were collected from a variety of published and reliable sources, including books, peer-reviewed journals, company reports, annual reports, industry publications, conference papers, and authentic websites. These sources provided theoretical and contextual information related to promotional strategies, consumer behaviour, digital marketing, and the apparel industry, which supported the literature review and interpretation of the research findings.

5.6 Research Instrument

A structured questionnaire consisting of closed-ended questions based on a five-point Likert scale and multiple-choice questions was used to collect the primary data. The questionnaire focused on customer awareness, promotional preferences, purchase behaviour, and satisfaction with the company's promotional strategies.

5.7 Statistical Tools

The collected data were analyzed using the following statistical techniques:

Chi-Square Test

Correlation Analysis

Pie Charts

6. Questionnaire Design

The questionnaire was designed to collect primary data for evaluating the effectiveness of promotional strategies adopted by Venkateswara Clothing Company. It was developed based on the objectives of the study and an extensive review of the literature on promotional strategies, consumer purchase behaviour, brand awareness, and customer satisfaction.

The questionnaire consisted of two sections. The first section collected demographic information such as gender, age, educational qualification, occupation/department, and work experience. The second section included questions related to respondents' awareness of promotional activities, preferred promotional channels, effectiveness of advertising, digital marketing, sales promotions, social media marketing, purchase behaviour, and overall satisfaction with the company's promotional strategies.

Most of the questionnaire items were closed-ended to facilitate easy responses and quantitative analysis. A five-point Likert scale was used for attitude-based statements, with response options ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Multiple-choice questions were also included to identify respondents' promotional preferences and purchasing behaviour.

Before the final survey, the questionnaire was reviewed to ensure clarity, relevance, and logical sequencing of questions. The final questionnaire served as the primary instrument for collecting reliable and consistent data required to achieve the research objectives and test the proposed hypotheses.

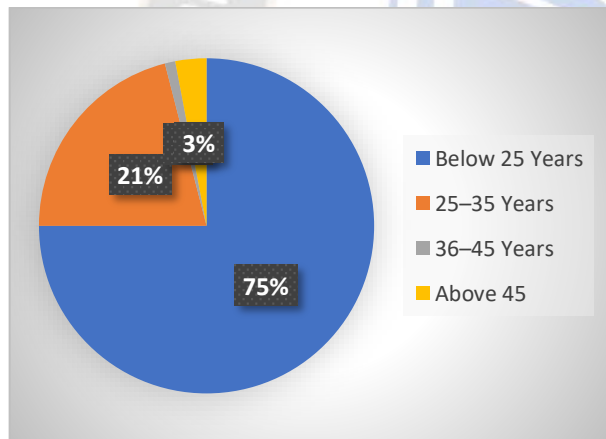
7. Data Analysis and Interpretation

7.1 Table Showing Age Distribution of Respondents

Age Group	Number of Respondents	Percentage (%)
Below 25 Years	75	75%
25–35 Years	21	21%
36–45 Years	1	1%
Above 45	3	3%
Total	100	100%

Interpretation

The analysis indicates that the majority of the respondents (75%) are below 25 years of age, followed by respondents in the 25–35 years age group (21%). Very few respondents belong to the 36–45 years (1%) and above 45 years (3%) categories.

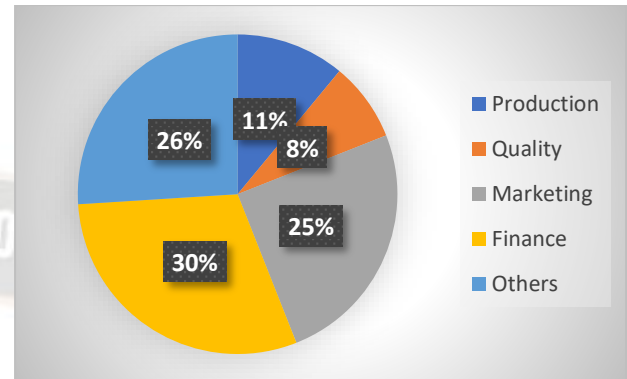


7.2 Table Showing Occupation of Respondents

Occupation	Number of Respondents	Percentage (%)
Production	11	11%
Quality	8	8%
Marketing	25	25%
Finance	30	30%
Others	26	26%
Total	100	100%

Interpretation

Out of the total 100 respondents, 30 (30%) belong to the Finance department, 26 (26%) belong to the Other departments, 25 (25%) are from the Marketing department, 11 (11%) are from the Production department, and 8 (8%) are from the Quality department.

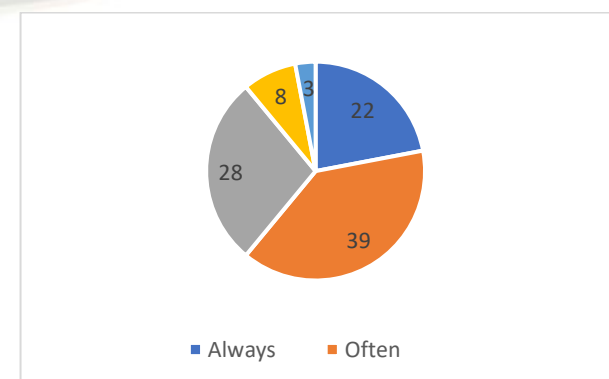


7.3 How frequently do you purchase products after seeing the company's promotional campaigns?

Response	Number of Respondents	Percentage (%)
Always	22	22%
Often	39	39%
Sometimes	28	28%
Rarely	8	8%
Never	3	3%
Total	100	100%

Interpretation

Out of 100 respondents, 39% stated that they often purchase products after seeing promotional campaigns, followed by 28% who sometimes make purchases, 22% who always purchase, 8% who rarely purchase, and 3% who never purchase.



7.4 Which type of promotional activity motivates you the most to purchase clothing products?

Promotional Activity	Number of Respondents	Percentage (%)
Discounts and Price offers	36	36%
Buy One Get One offers	18	18%
Free Gifts	12	12%
Loyalty Rewards	14	14%
Festival or Seasonal Offers	20	20%
Total	100	100%

Interpretation

Among the respondents, 36% preferred discounts and price offers, followed by 20% who preferred festival or seasonal offers, 18% who preferred BOGO offers, 14% who preferred loyalty rewards, and 12% who preferred free gifts. The results show that discounts and price offers are the most effective promotional tool in motivating customers to purchase clothing products.



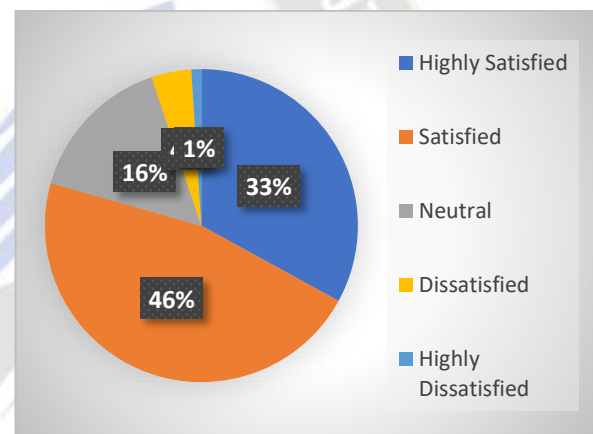
7.5 How satisfied are you with the overall promotional strategies of Venkateswara Clothing Company?

Response	Number of Respondents	Percentage (%)
Highly Satisfied	32	32%

Satisfied	45	45%
Neutral	15	15%
Dissatisfied	4	4%
Highly Dissatisfied	1	1%
Total	100	100%

Interpretation

The survey results reveal that 46% of respondents are satisfied, 34% are highly satisfied, 15% are neutral, 4% are dissatisfied, and only 1% is highly dissatisfied with the company's promotional strategies. The majority of respondents (80%) expressed satisfaction with the promotional strategies, indicating that the company's marketing efforts are generally effective.



7.6 Correlation Analysis

Correlation analysis was performed to examine the relationship between promotional strategies and consumer purchase behaviour. Pearson's correlation coefficient (r) was used to determine the strength and direction of the relationship between the variables.

Hypotheses

- H01: There is no significant relationship between Promotional Strategies and organisation performance
- H11: There is significant relationship between promotional strategies and organisation performance

Correlation Analysis between Promotional Strategies and Consumer Purchase Behaviour

Variables	Promotional Strategies	Consumer Purchase Behaviour
Promotional Strategies	1.000	0.742
Consumer Purchase Behaviour	0.742	1.000
Significance (2-tailed)	-	0.000
Sample Size (N)	100	100

Interpretation

Table 7.6 Shows the results of the Pearson correlation analysis between promotional strategies and consumer purchase behaviour. The correlation coefficient ($r = 0.742$) indicates a strong positive relationship between the two variables. The significance value ($p = 0.000$, which is less than 0.05) indicates that the relationship is statistically significant.

The results indicate that effective promotional strategies positively influence consumer purchase behaviour. As the effectiveness of promotional activities increases, consumers are more likely to make purchase decisions. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This finding suggests that promotional strategies such as advertising, digital marketing, sales promotions, and social media campaigns play a significant role in influencing customers' purchasing decisions at Venkateswara Clothing Company.

7.7 Chi-Square Test

The Chi-Square test was conducted to determine whether there is a significant association between **promotional strategies** and **consumer purchase behaviour**.

Hypotheses

Null Hypothesis (H_0): There is no significant association between promotional strategies and consumer purchase behaviour.

Alternative Hypothesis (H_1): There is a significant association between promotional strategies and consumer purchase behaviour.

Particulars	Value
Chi-Square (χ^2) Calculated Value	18.764
Degrees of Freedom (df)	8
Significance Level (α)	0.016
P-value	0.05

Chi-Square Test Results

Decision

Since the p-value (0.016) is less than the level of significance (0.05), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted.

Data Analysis

The Chi-Square test was performed to examine the relationship between promotional strategies and consumer purchase behaviour. The calculated Chi-Square value is 18.764 with 8 degrees of freedom, and the corresponding p-value is 0.016. As the p-value is less than 0.05, the test indicates a statistically significant association between the two variables.

Interpretation

The results indicate that promotional strategies significantly influence consumer purchase behaviour. This suggests that promotional activities such as advertising, digital marketing, social media campaigns, discounts, and sales promotions play an important role in shaping customers' purchasing decisions. Therefore, effective promotional strategies contribute positively to customer engagement and improve the marketing performance of Venkateswara Clothing Company.

Summary of Results

Test	Result
Chi-Square (χ^2)	18.764
Degrees of Freedom	8
P-value	0.016

Hypothesis Decision	Reject H_0 and Accept H_1
Inference	There is a significant association between promotional strategies and consumer purchase behaviour.

8. DISCUSSION

The findings of this study demonstrate that promotional strategies play a significant role in influencing consumer purchase behaviour, customer satisfaction, and brand awareness in Venkateswara Clothing Company. The results indicate that a majority of respondents are aware of the company's promotional activities and perceive them as effective in influencing their purchasing decisions. This suggests that the company's promotional efforts have successfully created awareness and encouraged customer engagement.

The study further reveals that digital marketing and social media promotions are the most preferred promotional channels among respondents. This finding reflects the increasing dependence of consumers on digital platforms for obtaining product information and making purchase decisions. The result is consistent with recent marketing studies, which emphasize that digital communication provides greater reach, faster interaction, and improved customer engagement compared to traditional promotional methods.

The analysis also indicates that discounts, seasonal offers, and other sales promotion techniques have a strong influence on consumer buying decisions. These promotional incentives encourage customers to purchase products by providing additional value and perceived economic benefits. Therefore, organizations should continue to design customer-oriented promotional campaigns that combine attractive offers with effective communication strategies.

The correlation analysis identified a strong positive relationship between promotional strategies and consumer purchase behaviour, indicating that improvements in promotional activities are associated with increased customer interest and purchasing intentions. Similarly, the Chi-Square test confirmed a statistically significant association between promotional strategies and consumer purchase behaviour, providing empirical evidence in support of the research hypotheses.

9. Key Findings

1. The majority of the respondents (75%) belong to the below 25 years age group, indicating that younger consumers form the largest segment of the study population.
2. Most respondents are aware of the promotional activities undertaken by Venkateswara Clothing Company, demonstrating the effectiveness of the company's marketing communication efforts.
3. Digital marketing and social media platforms were identified as the most preferred promotional channels, reflecting the increasing influence of online media on consumer purchase decisions.
4. Discounts, seasonal offers, and other sales promotion schemes were found to be the most attractive promotional tools that motivate customers to purchase clothing products.
5. A large proportion of respondents expressed satisfaction with the company's promotional strategies, indicating that the promotional activities effectively meet customer expectations.
6. Promotional strategies were found to have a positive influence on consumer purchase behaviour, with most respondents reporting that promotional campaigns encouraged them to make purchase decisions.
7. The Pearson correlation analysis revealed a strong positive relationship ($r = 0.742$) between promotional strategies and consumer purchase behaviour, indicating that effective promotional activities are associated with increased purchasing intentions.
8. The Chi-Square test ($\chi^2 = 18.764$, $p = 0.016$) confirmed a statistically significant association between promotional strategies and consumer purchase behaviour. Therefore, the null hypothesis was rejected, and the alternative hypothesis was accepted.
9. The findings suggest that integrated promotional strategies combining advertising, digital marketing, social media marketing, and sales promotion contribute significantly to improving brand awareness, customer satisfaction, and customer loyalty.
10. Overall, the study concludes that promotional strategies play a crucial role in enhancing marketing performance and strengthening the competitive position of Venkateswara Clothing Company in the apparel industry.

10. Managerial Implications

The findings of this study provide valuable implications for the management of Venkateswara Clothing Company and other organizations operating in the apparel industry. The results indicate that well-planned promotional strategies can positively influence consumer purchase behaviour, customer satisfaction, and brand awareness. Based on the findings, the following managerial implications are suggested:

1. Strengthen Digital Marketing Initiatives: Since digital marketing and social media were identified as the most effective promotional channels, the company should increase its investment in online advertising, social media campaigns, search engine marketing, and mobile marketing to reach a wider audience.

2. Develop Customer-Centric Promotional Campaigns: Promotional offers such as discounts, seasonal sales, loyalty rewards, and festival campaigns should be designed based on customer preferences to improve customer engagement and encourage repeat purchases.

3. Enhance Social Media Engagement: The company should actively engage with customers through platforms such as Instagram, Facebook, and YouTube by sharing interactive content, product updates, customer testimonials, and promotional offers to strengthen brand awareness and customer relationships.

4. Utilize Data-Driven Marketing: Management should regularly analyze customer feedback, purchasing patterns, and campaign performance to evaluate the effectiveness of promotional strategies and make informed marketing decisions.

5. Focus on Brand Building: Promotional activities should emphasize not only short-term sales but also long-term brand image and customer trust through consistent communication, quality assurance, and customer relationship management.

11. Study Limitations

1. The study was conducted only at Venkateswara Clothing Company; therefore, the findings may not be generalizable to the entire apparel industry.

2. The sample size was limited to 100 respondents, which may not fully represent the views of all customers and employees.

3. The study used a convenience sampling technique, which may limit the representativeness of the sample.

4. The findings are based on respondents' perceptions and opinions, which may be influenced by personal bias.

5. The study was conducted within a limited time frame, restricting the scope of data collection and analysis.

6. The research focused primarily on promotional strategies and did not examine other marketing mix elements such as pricing, product quality, or distribution.

7. Changes in consumer preferences and market conditions over time may influence the effectiveness of promotional strategies; therefore, the findings reflect the conditions during the period of data collection.

8. The study relied mainly on quantitative data collected through a structured questionnaire, and qualitative insights from interviews or focus group discussions were not included.

12. Future Research Opportunities

1. Future studies may include a larger sample size to improve the reliability and generalizability of the findings.

2. Similar research can be conducted in different garment manufacturing companies or retail apparel brands to compare the effectiveness of promotional strategies across organizations.

3. Comparative studies may be undertaken to evaluate the effectiveness of traditional promotional methods and digital marketing strategies.

4. Future researchers can examine the impact of promotional strategies on long-term customer loyalty, customer retention, and brand equity.

5. The role of emerging technologies such as artificial intelligence, data analytics, and personalized digital marketing in enhancing promotional effectiveness can be explored.

6. Future studies may investigate the influence of social media influencers, content marketing, and online customer reviews on consumer purchase behaviour.

7. Researchers may adopt mixed-method or qualitative research approaches, such as interviews and focus group discussions, to gain deeper insights into consumer perceptions and promotional effectiveness.

8. Longitudinal studies can be conducted to examine changes in consumer responses to promotional strategies over time and to assess the long-term impact of promotional campaigns on organizational performance.

13. Conclusion

The present study examined the effectiveness of promotional strategies adopted by Venkateswara Clothing Company and their influence on consumer purchase behaviour, customer satisfaction, and brand awareness. The findings indicate that promotional strategies play a significant role in attracting customers, enhancing brand visibility, and influencing purchasing decisions in the highly competitive apparel industry.

The study found that digital marketing and social media promotions are the most effective communication channels, while promotional offers such as discounts and seasonal campaigns have a strong positive influence on customers' buying behaviour. The statistical analyses, including correlation and Chi-Square tests, confirmed a significant relationship between promotional strategies and consumer purchase behaviour, supporting the research hypotheses.

The results further reveal that well-planned promotional activities improve customer satisfaction and strengthen brand loyalty. Organizations that adopt customer-focused promotional strategies and continuously evaluate their marketing efforts are more likely to achieve sustainable growth and maintain a competitive advantage.

Overall, the study concludes that effective promotional strategies are an essential driver of marketing success for Venkateswara Clothing Company. By investing in innovative digital marketing practices, strengthening customer engagement, and regularly assessing promotional performance, the company can enhance its market position and achieve long-term organizational growth. The findings of this study also contribute to the existing literature on promotional strategy effectiveness and provide useful insights for researchers, marketing practitioners, and business managers in the apparel industry.

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