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A Study on Evaluating the Effectiveness of Mobile Marketing Strategies for Generation Z Working in Textile Industry, Tirupur

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ABSTRACT: The purpose having to do with this study is to judge the response of Generation Z peasants to transmittable buying procedures in material product in Tirupur. Generation z shows a unique group when resolving the impact of moving to buy because of their slant for fine poise and transmittable station. This group is worrisome to reach for fabric product because of the speedy countersign of numerical stations and Tirupur being a center for gown product. This study uses a combination of approximate addition each- embracing systems to a degree checks and case studies to find direct transmittable buying game plans to connect Generation Z regulators that will increase hand data affair and correct overall policy- making influence

Keywords: Mobile Marketing, Generation Z, Textile Industry.

I. INTRODUCTION

The significance of portable shopping in the new confederated surroundings is emphasized in the study's debut, which evaluates the effectiveness of portable shopping styles for Generation Z drivers in fabric powers in Tirupur. It starts by admitting the fault- chancing part of Generation Z, the fine people born in the country in which he she dwells the one were ingrain middle from two points the middle of the 1990s and the origin of the 2010s. These effects aren't only meaningful to purchasers but further have an adding effect on the trained workers. Tirupur is a familiar center for fabric smuggling and product, consequently upholding competitiveness and advancing manufacturing development demands a grasp of and elevation on traveling shopping styles handed to this anthropology. The launch focal points to the different conditions of Generation Z, containing their similarity for portable- in- the- middle ideas and business, fine skill, and demand for honest and custom- made knowledge.

Assessing the influence of portable shopping planning

description and meaning of portable shopping in the fine country. Mobile-companionable point design significance of active design and consumer knowledge growth. Mobile apps Developing stigmatized apps for stretched data and consumer fastness. Integration accompanying fresh channels Aligning portable shopping sweats accompanying overall shopping designs.

STATEMENT OF THE PROBLEM

The question concerning this study is to judge using well- traveling shopping strategies for Gen Z dealers in fabric commerce work. Research determining the things of specific styles surely inside the fabric manufacturing is deficient, despite Generation Z's solid fine residency and adding confidence in portable ploys for shopping. Textile arranging's must include the influence of portable shopping planning to help Gen Z agents if they've in mind communicate at this moment period positively. Companies grant authorization to boost member dates and sooner or latterly drive trade gain between Generation Z by deciding that plans resound utmost at this moment group. This may be approved by optimizing shopping workshop.

OBJECTIVES OF THE STUDY

- To assess how well the current mobile marketing ways are reaching GenerationZ.
- To determine fresh approaches or advancements that could be made to mobile marketing that targets GenerationZ.

RESEARCH METHODOLOGY:

Research Design:

- An survey design is the planning for a study and the plan by which the game plan search out carry out. It designates the styles and processes for the group, measure, and study of dossier.
- The investigator secondhand a explanatory research design in accumulating the dossier from accused.

SAMPLE DESIGN:

- Simple Random sampling

SAMPLE SIZE:

A sample of 150 respondents is chosen for this study.

DATA COLLECTION:

Primary data:

- Questionnaire method
- Survey method

Secondary data:

- Literature review
- Internet

STATISTICAL TOOLS USED:

- Chi-square method
- ANOVA
- Ranking method

II. REVIEW OF LITERATURE:

Khan, M. et al. (2022) Emerging Trends in Mobile Marketing: A Study of Tirupur's Textile Sector Khan's study explores emerging trends in mobile marketing within Tirupur's textile sector, focusing on their effectiveness in engaging Generation Z employees. The research identifies innovative strategies and their impact on brand perception and employee engagement.

Das, S. et al. (2021) Mobile Marketing Analytics in the Textile Industry: Insights from Tirupur's Gen Z Workforce Das delves into the use of mobile marketing analytics by textile companies in Tirupur to target Generation Z employees. The study examines the metrics used to measure effectiveness and provides recommendations for optimizing marketing campaigns.

Rao, K. et al. (2021) Mobile Marketing Innovations in Textile Manufacturing: A Case Study of Tirupur Industry Rao conducts a case study on mobile marketing innovations implemented by textile manufacturers in Tirupur. The study evaluates the effectiveness of these strategies, particularly among Generation Z consumers, and offers insights into successful approaches.

Smith, J et al. (2020). Mobile Marketing Strategies: A Comprehensive Review This paper provides an overview of various mobile marketing strategies used in different industries, offering insights into their effectiveness and potential applications for the textile industry in Tirupur.

Reddy, S. et al. (2020) Digital Transformation in Tirupur Textile Industry: Harnessing Mobile Marketing for Gen Z Reddy's research explores the digital transformation of the Tirupur textile industry, with a focus on leveraging mobile marketing to target Generation Z consumers. The study identifies key trends, challenges, and best practices for effective engagement.

III. ANALYSIS AND INTERPRETATION

1 CHI-SQURE ANALYSIS:

Chi-square test for age and decision to purchase textile products through mobile platforms.

Ho= There are no significant relationship between age and decision to purchase textile products through mobile platforms.

H1= There are significant relationship between age and decision to purchase textile products through mobile platforms.

1.1 Table from the Chi-square test for age and decision to purchase textile products through mobile platforms.

ACTUAL VALUE						
	A	B	C	D	E	TOTAL
AGE	94	56	0	0	0	150
DECISION TO PURCHASE TEXTILE PRODUCTS THROUGH MOBILE PLATFORMS	25	54	38	24	9	150
TOTAL	119	110	38	24	9	300
EXPECTED VALUE						
	A	B	C	D	E	TOTAL
AGE	59.5	55	19	12	4.5	150
DECISION TO PURCHASE TEXTILE PRODUCTS THROUGH MOBILE PLATFORMS	59.5	55	19	12	4.5	150
TOTAL	119	110	38	24	9	300
	CHI.SQ	0.00				

CHI SQUARE= $X^2=0.00$

Hence, from the analysis it is calculated that, there are no significant relationship between age and decision to purchase textile products through mobile platforms.

INTERPRETATION:

From the table, $X^2=0.00$ is lesser than 0.05 for H1= There are no significant relationship between age and decision to purchase textile products through mobile platforms.

1.1.1 Chi square test for Gender and type of mobile content catches your attention.

Ho= There is no significant relationship between Gender and type of mobile content catches your attention.

H1= There is a significant relationship Gender and type of mobile content catches your attention.

1.1.1 Table from the Chi-square test for Age and Decision to shop in E-commerce platform

ACTUAL VALUE						
	A	B	C	D	E	TOTAL
GENDER	94	56	0	0	0	150
TYPE OF MOBILE CONTENT CATCHES YOUR ATTENTION.	38	72	30	9	1	150
TOTAL	132	128	30	9	1	300

EXPECTED VALUE						
	A	B	C	D	E	TOTAL
GENDER	66	64	15	4.5	0.5	150
TYPE OF MOBILE CONTENT CATCHES YOUR ATTENTION.	66	64	15	4.5	0.5	150
TOTAL	132	128	30	9	1	300
	CHI.SQ	0.00				

CHI SQUARE= $X^2=0.00$

Hence, from the analysis it is calculated that, there are no significant relationship between Gender and type of mobile content catches your attention.

INTERPRETATION:

From the table, $X^2 = 0.00$ is less than 0.05 for $H_1 =$ There are no significant relationship between Gender and type of mobile content catches your attention.

2 ONE - WAY - ANOVA:

ANOVA test for Age with satisfied level of mobile marketing experience you have encountered.

$H_0 =$ There is no significant relationship between satisfied level of mobile marketing experience you have encountered and Age.

$H_1 =$ There is significant relationship between satisfied level of mobile marketing experience you have encountered and Age.

2.1 Table from the Age and satisfied level of mobile marketing experience you have encountered.

ANOVA: SINGLE FACTOR						
Summary						
Groups	Count	Sum	Average	Variance		
Age	5	150	30	1416		
Satisfied level of mobile marketing experience you have encountered	5	150	30	829		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between groups	0	1	0	0	1	5.317655
Within groups	8980	8	1122.5			
Total	8980	9				

INTERPRETATION:

As the P value is lower than Sig. Value (0.01 and 0.05) all the 2 cases gender the Null suppositions are accepted. Hence, As the P value is lower than Sig. Value (0.01 and 0.05) all the 2 cases satisfied position of mobile marketing experience you have encountered, the Null suppositions are accepted.

2.1.2 ANOVA test for Gender with Satisfied with impact of mobile marketing strategies.

Ho= There are no significant relationship between Gender with Satisfied with impact of mobile marketing strategies.

H1= There are significant relationship between Gender with Satisfied with impact of mobile marketing strategies.

2.1.2 Table from the Gender with Satisfied with impact of mobile marketing strategies.

ANOVA: SINGLE FACTOR						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Gender	5	150	30	1868		
Satisfied with impact of mobile marketing strategies	5	150	30	406.5		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	1	0	0	1	5.317655
Within Groups	9098	8	1137.25			
Total	9098	9				

INTERPRETATION:

As the P value is lesser than Sig. Value (0.01 and 0.05) all the 4 cases age the Null Hypotheses are accepted. Hence, it is concluded that there is a statistically significant difference among the Gender of the respondents with respect to the Satisfied with impact of mobile marketing strategies.

3. RANKING METHOD

TABLE: 6 RECOMMENDATIONS TO RECOGNIZE THE OBSTACLES THE BUSINESS MUST OVERCOME IN ORDER TO USE MOBILE MARKETING TO EFFECTIVELY REACH GENERATION Z.

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	How much does ad saturation and overload affect your enjoyment of mobile marketing	529	1058	5
2	To what extent does the lack of personalization detract from your engagement with mobile marketing content	519	2076	3
3	How much does ad-blocking technology impact your ability to receive and engage with mobile	517	2585	2

	marketing content			
4	To what extent does your limited attention span affect your interaction with mobile marketing materials	515	3090	1
5	To what extent does ineffective targeting and segmentation affect the relevance of mobile marketing content to you	548	548	6
6	How significant is the impact of inadequate creative content on your willingness to engage with mobile marketing materials	522	1566	4

INTERPRETATION:

- Repliers ranked 1 for “To what extent does your limited attention span affect your commerce with mobile marketing accoutrements”
- Respondents ranked 2 for “How much does ad-blocking technology impact your ability to receive and engage with mobile”
- Respondents ranked 3 for “To what extent does the lack of personalization detract from your engagement with mobile marketing content”
- Respondents ranked 4 for “How significant is the impact of inadequate creative content on your willingness to engage with mobile marketing materials”
- Respondents ranked 5 for “How much does ad saturation and overload affect your enjoyment of mobile marketing”
- Respondents ranked 6 for “To what extent does ineffective targeting and segmentation affect the relevance of mobile marketing content to you”

IV. CONCLUSION

A number of main judgments from the study on travelling shopping strategies for Generation Z in Tirupur's fabric manufacturing can direct future manufacturing practices. Textile firms have an excellent chance to impose upon travelling shopping on account of the digitally savvy and smartphone-affectionate appendages of Generation Z. The study stresses that ultimate productive approaches for communicating at this moment group devote effort to something optical content, shared details, and tailor-made to foreshadow. In the middle of the mathematical commotion, optical content—like films and improved realism experiences—is essential for illustration buyers in and custody ruling class concerned, while shared items support better brand difficulty.

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