



A STUDY ON MARKETING STRATEGIES OF EMPEROR LABEL

Soorya Prakash, Dr. N. Padmavathy

M.B.A., M.Phil., Ph.D.

Jeppiaar University

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Abstract - Marketing strategies play a crucial role in the success and sustainability of businesses operating in competitive industries. The textile labeling industry serves as an essential support sector for garment manufacturing by providing branding, identification, and compliance-related labeling solutions. Emperor Label, located in Tiruppur, Tamil Nadu, specializes in manufacturing woven labels, printed labels, care labels, barcode labels, patches, and other garment accessories required by textile manufacturers and exporters. The present study focuses on analyzing the marketing strategies adopted by Emperor Label and evaluating their impact on customer satisfaction, business performance, and organizational growth. The study was conducted through descriptive research methodology using both primary and secondary sources of data. Information was collected through customer interactions, questionnaires, company records, and industry publications. The findings reveal that product quality, customization, competitive pricing, timely delivery, and strong customer relationships are the major factors contributing to business success. The study further highlights the importance of technological advancement, globalization, and digital marketing in expanding market opportunities. The research concludes that effective marketing strategies are essential for maintaining competitiveness and achieving sustainable growth in the textile labeling industry.

INTRODUCTION

Marketing is a business function that focuses on identifying customer needs, creating value, and maintaining long-term relationships with customers. In the textile industry, garment labels play an important role in branding, product identification, and providing essential information such as washcare instructions, size details, and fabric composition. The increasing demand for branded garments has created significant opportunities for textile labeling companies.

Emperor Label operates in Tiruppur, one of India's leading garment manufacturing hubs. The company provides labeling solutions to garment manufacturers and exporters, supporting their branding and compliance requirements. Globalization has increased demand for high-quality garment labels that meet international standards. As competition continues to grow, companies must adopt effective marketing strategies to attract customers and strengthen their market position.

The study aims to understand the marketing strategies followed by Emperor Label and evaluate their effectiveness in achieving customer satisfaction and business growth. It also examines the opportunities and challenges faced by small-scale label manufacturers in a highly competitive business environment.

COMPANY PROFILE

Emperor Label is a textile accessory manufacturing company located in Tiruppur, Tamil Nadu. The company specializes in producing woven labels, printed labels, satin labels, care labels, barcode labels, heat-transfer labels, patches, and hang tags used in garment manufacturing. The company primarily serves garment manufacturers, textile exporters, and apparel brands.

The organization operates through various departments including production, design, sales and marketing, quality control, and administration. The production department manages the manufacturing process from raw material procurement to final finishing. The design department develops customized label designs according to customer specifications. The sales and marketing department focuses on customer acquisition and relationship management, while the quality control department ensures product accuracy, durability, and compliance with customer requirements.

OBJECTIVES OF THE STUDY

Primary Objectives

To study the marketing strategies adopted by Emperor Label.

To analyze customer satisfaction regarding products and services.

To evaluate the effectiveness of pricing and promotional activities. To identify factors influencing customer preference.

To examine opportunities and challenges faced by the company.

Secondary Objectives

To understand the textile labeling industry.

To study branding and customer relationship management.



To analyze the impact of globalization on label manufacturing.

To provide suggestions for business improvement and sustainable growth.

RESEARCH METHODOLOGY

The study adopted a descriptive research design to analyze the operations and marketing practices of Emperor Label. Both qualitative and quantitative approaches were used to obtain a comprehensive understanding of the company's business environment. Primary data was collected through structured questionnaires, interviews, and direct interaction with customers and employees. Secondary data was obtained from company records, industry reports, websites, journals, and textbooks. Convenience sampling was used due to accessibility and time constraints.

Data analysis was conducted using percentage analysis, frequency analysis, tabular presentation, and graphical interpretation. Statistical tools were used to evaluate customer satisfaction, product preferences, and the effectiveness of marketing activities. The study focused on understanding customer expectations and identifying factors that influence purchasing decisions.

DATA ANALYSIS AND INTERPRETATION

The analysis indicates that customers prefer Emperor Label due to its high-quality products, customization capabilities, competitive pricing, and reliable delivery schedules. The company has developed strong relationships with garment manufacturers by consistently meeting customer requirements. Percentage and frequency analysis reveal that product quality and timely delivery are among the most important factors influencing customer satisfaction.

SWOT analysis further highlights the company's strengths, including its strategic location in Tiruppur, customized labeling solutions, quality production standards, and competitive pricing. Weaknesses include limited financial resources and dependence on local garment manufacturers. Opportunities exist through export market expansion, technological advancement, and increasing demand for branded garments. Threats include intense competition, rising raw material costs, and fluctuations in textile exports.

FINDINGS OF THE STUDY

Product quality is the primary factor influencing customer satisfaction. Customized labels help customers strengthen brand identity.

Competitive pricing contributes to customer retention. Timely delivery improves trust and long-term relationships.

Globalization has increased demand for quality labeling solutions. Technological advancements improve production efficiency and quality. Strong competition requires continuous innovation and improvement.

Digital marketing can further enhance market reach and customer acquisition. SUGGESTIONS

Increase investment in digital marketing activities. Adopt advanced printing and labeling technologies.

Expand business relationships with export-oriented garment manufacturers. Strengthen customer relationship management practices.

Introduce eco-friendly and sustainable labeling solutions. Conduct regular customer feedback surveys.

Improve online visibility through websites and social media platforms.

CONCLUSION

The study titled "A Study on Marketing Strategies of Emperor Label" provides a comprehensive understanding of the marketing practices adopted by the company and their impact on customer satisfaction and business growth. The findings indicate that product quality, customization, competitive pricing, and timely delivery are the major factors contributing to business success. The study also highlights the importance of technology, globalization, and customer relationship management in maintaining competitiveness within the textile labeling industry. By investing in innovation, digital marketing, and market expansion, Emperor Label can strengthen its position and achieve sustainable growth in the future.

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