Empirical Study on Marketing Determinants of Business Growth in Power Loom Enterprises: Evidence from Namakkal District

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***Abstract*—This research considers the role of marketing-based determinants as the determinants of business success in powerloom firms in Namakkal District. The study dwells on the crucial marketing variables such as pricing strategy, promotion activities, distribution channels, branding, digital marketing adoption, customer relation management, and market orientation. The research design was a descriptive research design and a structured questionnaire was used to obtain primary data on 120 respondents. Descriptive statistics, correlation and multiple regression were used in the analysis of the data.**

The results show that even though the respondents think marketing practices are of a moderate level of importance, the overall statistical contribution to business growth is minimal. Correlation and regression analysis indicate that most of the marketing determinants have weak and statistically insignificant relationships with the business growth. New variables, however, present a positive directional effect with regard to business performance limits with regards to promotion activities, distribution channels and market orientation. It is believed that these factors have practical implication whereas other variables have little or no effect.

The research demonstrates that there is a discrepancy between how marketing practices of traditional industries should be perceived and how they are actually practiced. It highlights the importance of more integrated, systematic and strategically aligned marketing approach to improve on long term sustainability and competitiveness in powerloom establishments.

***Index Terms*—Marketing Determinants, Business Growth, Powerloom Enterprises, Digital Marketing, Customer Relationship Management, Market Orientation, SMEs**

I. INTRODUCTION

The textile sector in India is a critical activity in influencing the economy of this country through its contributions in regard to creation of employment, industrial productivity and exports. Powerloom industry is also a significant industry in this sector especially in other areas like in Tamil Nadu where cluster-based production systems have become common. Small and medium-sized enterprises that are mostly characterized as powerloom are the base of decentralized textile manufacturing and a high percentage of them support the livelihoods of many workers. Nevertheless, in spite of their economic significance, such enterprises usually struggle with the issues of competitiveness in the market, technological constraints, and changes in customer preferences.

The last few years have seen the business environment greatly change due to globalization, digitalization, and the growing competition. Consequently, the conventional production-focused methods are no longer adequate in promoting a sustainable growth. In place of that, businesses must utilize market-based strategies that place an emphasis on customer needs, value creation and positioning. The marketing determinants of pricing strategy, promotion activities, distribution channels, branding practices, digital marketing, customer relationship management (CRM) and market orientation have become the influential factors in the business performance and growth.

Market orientation has generally been considered as one of the main firm's performance drivers. Research has found out that companies, which proactively track the requirements of their customers, activities of their competitors and market dynamics, are more likely to deliver high results when it comes to profitability and expansion (Narver and Slater, 1990; Kohli and Jaworski, 1990). In the same manner, marketing capabilities such as strategic planning, communication, and relationship management help firms to make good use of the resources at their disposal and react to the fluctuating market conditions (Day, 1994; Morgan et al., 2009).

The role of digital marketing has become more and more significant in recent years in addition to the conventional marketing practices. The use of digital environments (social media, online markets, and websites) provides SMEs with the opportunity to increase their reach, enhance the customer experience, and decrease the budgets on promotions (Donthu and Gustafsson, 2018; Tiwari et al., 2021). In addition, CRM activities aid in developing long term relations with clients, confidence, and repeat business (Trainor et al., 2014).

Integrated marketing communication and branding has also been considered as a vital tool of product differentiation and strong market presence. There are higher chances that SMEs, which establish a clear brand image and operate with a consistent communication strategy, become more trusted and competitive (Auemsuvarn, 2019; Makarimi et al., 2024). Moreover, marketing practices are innovative in terms of novel pricing mechanisms, approaches to distribution, and help to deliver better performance and flexibility in competitive markets (Narayanasamy and Ramesh, 2020).

Although these marketing determinants are increasingly gaining relevance, powerloom organizations are still utilizing outdated practices and informal marketing. One can be poor awareness, limited technical skills, and even the lack of resources to effectively implement the modern marketing strategies. Accordingly, there is a discontinuity between the conceptual significance of marketing and its application in the powerloom industry.

The given research is going to fill this gap by carrying out an empirical analysis of the impact of marketing determinants on the growth of businesses in the powerloom enterprises in Namakkal District. The research gives a holistic view of the contribution of these factors on the performance of the enterprises by analyzing more than two marketing variables in one framework. It is likely that the findings will provide useful information to the practitioners, policymakers, and researchers when it comes to enhancing the competitiveness and sustainability of powerloom enterprises.

II. REVIEW OF LITERATURE

Marketing determinants have been well studied regarding their effects on the growth of a business especially the small and medium enterprises (SMEs). The firms have been found using marketing strategies, capabilities, and innovations as the drivers of firm performance, especially in the resource-constrained industries like the textile and powerloom industries. The available literature offers an excellent theory and research base of exploring the contribution of the marketing practices to the growth of an enterprise.

As noted earlier, strategic marketing orientation is stressed out as a crucial point in SMEs. As noted by Medlin (2011), market orientation, innovation and the use of resources are significant issues in the performance of SMEs. The research has indicated that most SMEs appreciate the significance of marketing, but in most cases, there is lack of systematic marketing planning. On the same note, Baker, Sinkula, and Noordewier (2012) revealed that companies that have a good market orientation always lead in profitability, growth, and consumer satisfaction. These results prove that marketing orientation is a primary factor of company development.

In the textile sector specifically, Udriyah, Tham, and Ferdous Azam (2019) found that market orientation, when combined with innovation, significantly strengthens competitive advantage and business performance among textile SMEs, confirming that systematic attention to customer needs and competitor behaviour translates into measurable performance gains for firms operating in production-intensive, price-sensitive segments. This finding lends direct support to the relevance of market orientation as a determinant within textile-based clusters such as the powerloom sector, where awareness of market dynamics is often informal and unsystematic.

The marketing capabilities have been the subject of further research where greater emphasis has been put on how resources, in turn, relate to performance. Rao, Lonial and Sim (2013) underscored that SMEs that are well endowed with marketing skills, innovation and networking are likely to grow and be profit oriented. This is in harmony with the resource-based perspective which posits that the internal capabilities, especially those that touch on marketing would be considered as a source of competitive advantage. Al-Saqaf and Al-Khatib (2022) only confirmed this view, demonstrating that marketing capability alone leads to the growth of SMEs irrespective of the size of the firm. The marketing strategies of the textile and manufacturing SMEs are essential in the competition with the bigger firms in the industry. In their study, Fillis, Johansson, and Wagner (2014) discovered that textile SMEs frequently depend on niche pricing, distribution that is localized, and event-based promotion to develop differentiation and customer loyalty. Narayanasamy, Suresh, and Ramesh (2017) complemented the realization by discussing the significance of innovation, sharing of knowledge, and dynamic capabilities in sustainable performance in the textile SMEs. These researches are quite applicable in the powerloom industry where the companies are traded in cluster-based set ups and are highly competitive.

Pricing strategy, identified above as one of the levers through which textile SMEs differentiate themselves, has received renewed empirical attention in the wider SME literature. Cant, Wiid, and Sephapo (2016) established that small businesses which actively factor in cost structures, competitor behaviour, and customer value perceptions when setting prices are better positioned to sustain profitability and market share over the long term. More recently, Ndwandwe and Khoza (2026) found that SMEs employing value-based, cost-plus, and competitor-based pricing, and which frequently revise prices in response to market and technological changes, report significantly stronger growth and sustainability outcomes than those relying on rigid, unreviewed pricing practices. These findings reinforce the proposition that pricing is not merely a transactional decision but a strategic capability with direct implications for the growth of resource-constrained enterprises such as those in the powerloom sector.

Closely linked to pricing, promotional activity has also been shown to shape SME outcomes, though its effects are not always straightforward. Amoah, Jibril, and Akram (2021) demonstrated that the use of social media as a promotional tool significantly improves the customer perspective, financial performance, and market share of SMEs in developing economies, underscoring the growing relevance of low-cost digital promotion for resource-constrained firms. However, Amoa-Gyarteng, Dhliwayo, and Adekomaya (2024) cautioned that while innovative marketing practices consistently improve SME performance, sales promotions on their own can have an inconsistent, and at times negative, association with performance unless they are carefully synchronised with broader marketing innovation efforts. Taken together, these studies suggest that promotion activities contribute most effectively to business growth when they are strategically integrated rather than used as standalone, ad hoc interventions, a lesson of particular relevance to powerloom firms that tend to rely on sporadic, informal promotional efforts.

Distribution channels represent another determinant with growing empirical support, and one that Fillis, Johansson, and Wagner (2014) had already flagged as central to localized textile SME competitiveness. Kuswantoro, Rosli, and Abdul Kader (2012), studying export-oriented manufacturing SMEs, found that innovation in distribution functions, namely assortment planning, information sharing, and transportation coordination, had a significant positive relationship with firm performance, with the effectiveness of the distribution channel itself mediating this relationship. This evidence is particularly instructive for cluster-based, production-intensive sectors such as powerloom manufacturing, where efficient coordination between producers, intermediaries, and markets can directly influence the speed and reach of product delivery.

Customer engagement and relationship marketing have also been cited to be very important in the growth of SMEs. As Liu, Luo and Wang (2015) showed, businesses, which are oriented on the long-term relations with the customers, innovations, and sustainable practice in respect of the environment, are likely to have a higher sales increase and retention rate. This brings out the issue of customer relationship management (CRM) as one of the determinants of marketing. Sangwan and Kumar (2019) also revealed that CRM when combined with digital marketing tool(s) improve customer satisfaction and business performance.

Further reinforcing the importance of CRM, Martinho, Farinha, and Ribeiro (2025) found that the organisational dimension of CRM, that is, the extent to which firms embed CRM into their structures, leadership priorities, and cross-functional processes, exerts the strongest influence on business performance among SMEs, ahead of customer service quality, operational CRM, and customer-centric management considered individually. Their findings suggest that the strategic and organisational integration of CRM, rather than its mere technological adoption, is what ultimately drives performance gains, a consideration of direct relevance to powerloom enterprises seeking to formalise their largely informal customer-facing practices.

There is a general understanding in the contemporary literature on the growing significance of digital marketing in the SMEs. Donthu and Gustafsson (2018) noted that digital marketing helped SMEs to increase market reach, enhance customer interaction, and minimise promotion expenses. Tiwari, Srivastava, and Kumar (2021) have established that the adoption of digital marketing contributes greatly to the rise in sales and the retention of customers, especially with effective human resources. These results are supported by Kumar, Mishra, and Roy (2024), who stated that digital marketing, e-commerce, and social media are some of the most important drivers of the performance of SMEs in modern markets.

SMEs have also gotten branding as a primary determinant of growth. Auemsuvarn (2019) emphasized that a robust brand personality can enable SMEs to build trust and differentiate their products as well as gain a competitive edge in the saturated markets. On the same note, Makarimi et al. (2024) have highlighted the significance of integrated marketing communication (IMC), indicating that the ability to communicate consistently through various means leads to brand awareness and engagement among customers. The lessons are also more applicable especially in powerloom businesses that are trying to create a unique market presence.

Another vital force in determining SME performance has been established as marketing innovation. Narayanasamy and Ramesh (2020) proved that SMEs that implement new marketing approaches (new prices and new marketing channels online) grow faster and are more resilient. Khasanah and Sukresna (2023) also reiterated the importance of entrepreneurial marketing by saying that innovation, proactiveness, and customer focus contribute a lot to firm performance.

There were also recent researches of the importance of high technology in marketing. Nyamwange and Mwendaria (2023) determined that artificial intelligence (AI) helps SMEs to better identify customers, target them in marketing, and optimize their operations. The combination of digital capabilities and sustainability practices causes the long-term competitiveness and growth as Royo-Vela et al. (2025) incorporated digital marketing into its sustainable innovation and proved their successful combination.

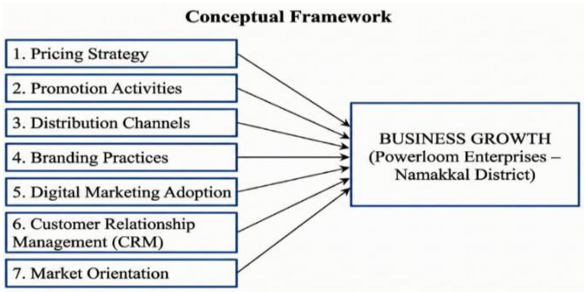
Also, external factors and environment have been identified as critical forces affecting the growth of SMEs. According to Gupta, Kumar, and Kumar (2016), market demand, competition and infrastructure have great implications on the business performance and marketing capabilities mediate business performance. In their study, Oduro and Mensah-Williams (2023) have given a detailed perspective of including entrepreneurial orientation, innovation, and digital strategies as primary determinants of marketing performance.

Broadly, this is because the literature indicates that the determinants of business growth among SMEs are a combination of marketing determinants that are encompassed in pricing strategies, promotional marketing, distribution, branding, digital marketing, CRM, and market orientation. These aspects do not simply work alone but are in interaction with internal strengths and external environmental shocks. The available literature gives a good justification towards using a multidimensional model to understand the marketing determinants of business growth.

The knowledge of the literature is especially applicable in the conditions of the powerloom businesses in Namakkal District. The industry is marked by operation of small scale, lack of resources and adherence to conventional methods. Thus, the introduction of contemporary marketing practices and online technologies as well as customer-focused styles can make a significant contribution to the increase in competitiveness and expansion. The literature is therefore a full ground base of analyzing the correlation between business growth and marketing determinants in the current research.

III. CONCEPTUAL FRAMEWORK

The conceptual framework of the study illustrates the relationship between marketing determinants and business growth of powerloom enterprises in Namakkal District. Business growth is considered as the dependent variable, while pricing strategy, promotion activities, distribution channels, branding practices, digital marketing adoption, customer relationship management, and market orientation are treated as independent variables. The framework assumes that these marketing factors collectively influence the performance and growth of enterprises.



IV. RESEARCH GAP

Although this has been covered in the literature on the determinants of marketing and SME performance, there are still gaps that exist, especially in the sphere of the old industry like the powerloom sector. The existing literature is either on the general SMEs or is on large scale industries, little has been given on the powerloom enterprise and especially in the localized clusters as in Namakkal District. Such enterprises with their own peculiarities, dependency on classic practices, lack of resources and informal marketing strategies are often disregarded in general research.

Also, the existing literature has focused greatly on the individual factors of marketing like digital marketing, branding, or market orientation one at a time. No thorough researches are conducted to combine various marketing determinants into one framework to evaluate their interactive role in business development. This leaves a loophole in knowing the way these factors interrelate and affect performance in a situation of real life.

Moreover, several researchers highlight positive correlations between the marketing practices and development of the business; however, there is no empirical research in the developing countries and the traditional industries to authenticate the results. Little is also done on the contribution of contextual factors in the form of local market conditions, competition, and operational constraints.

Thus, this paper will answer the gaps by offering empirical research on the various marketing determinants and their impact on the development of businesses in powerloom venture in Namakkal District.

V. OBJECTIVES OF THE STUDY

- To examine the current marketing practices adopted by powerloom enterprises in Namakkal District.
- To analyze the impact of key marketing determinants such as pricing strategy, promotion activities, distribution channels, branding, and digital marketing on business growth of powerloom enterprises.
- To assess the role of customer relationship management and market orientation in improving sales and profitability of powerloom units.
- To study the relationship between marketing capabilities and overall business performance in the powerloom sector.
- To identify the major marketing challenges faced by powerloom enterprises in achieving sustainable growth.
- To provide practical suggestions for strengthening marketing strategies to enhance business growth in powerloom enterprises in Namakkal District.

VI. HYPOTHESES OF THE STUDY

The study proposes the following hypotheses:

- H1: Pricing strategy has a significant impact on business growth.
- H2: Promotion activities have an influence on business growth.
- H3: Distribution channels have an influence on business growth.
- H4: Branding practices have a significant impact on business growth.
- H5: Digital marketing adoption has a significant impact on business growth.
- H6: Customer relationship management (CRM) has a significant impact on business growth.
- H7: Market orientation has an influence on business growth.

VII. RESEARCH METHODOLOGY

The research design adopted in this study is the quantitative research design to investigate the impact of marketing determinants on the business development of the powerloom enterprises in the Namakkal District. The descriptive research design has been adopted because the study will examine the connections between the identified marketing variables and business performance without the control of the conditions.

The research is grounded on primary data which is collected using structured questionnaire designed to gather data in this study. The questionnaire has two parts, the first section is the demographic profile of the enterprises, which entails the role of the respondent, years of operation, number of looms, number of employees and the coverage of the market. The second section will be used in measuring the key variables of the study on a five-point Likert scale with strong disagreement-strongly agree. These variables are pricing strategy, promotion activities, distribution channels, branding practices, adoption of digital marketing, customer relationship management, market orientation and business growth.

The study was conducted on a sample size of 120 respondents. The respondents will consist of those owners, managers and partners of the powerloom enterprises in Namakkal District. A convenience and purposive sampling method were employed to make sure that the data were gathered among the individuals who were directly involved in the business operations and decision-making.

In analysing the data descriptive as well as inferential statistics methods were applied. Analysis of demographic profile was done using descriptive statistics including frequency and percentage. The standard deviation and mean were determined in order to know the central tendency and variability of responses in respect to marketing determinants.

Correlation and multiple regression methods were used in the inferential analysis. The relationships between the determinants of marketing and business growth were studied by the Pearson correlation analysis that was performed to measure the strength and direction of the relationships. To evaluate the overall impact of the independent variables on the dependent variable and to test the hypotheses, the multiple regression analysis was used.

Microsoft excel and IBM SPSS software were used in data analysis. Data were organized and demographic analysis conducted in Excel and statistical testing and model estimation done in SPSS.

Generally, the study methodology offers a rational and formalized structure of analyzing the effect of marketing determinants on the growth of powerloom businesses.

VIII. DATA ANALYSIS AND INTERPRETATION

8.1. Demographic Analysis

The demographic profile of the respondents gives an insight on the nature of the chosen sample of powerloom enterprises in Namakkal District. This section shows the distribution of respondents in terms of their position in the enterprise, years in operation, looms, number of employees and the market in which they serve in the first place. The analysis aids in developing the background of the respondents and hence the data gathered is representative of various classes in the powerloom industry.

Table 8.1: Distribution of Respondents by Role

Role	Frequency	Percentage (%)
Owner	62	51.67
Manager	27	22.50
Partner	20	16.67
Other	11	9.17
Total	120	100.00

The respondents were divided according to their role in the enterprise, which shows that a significant amount of respondents are owners and they take 51.67 percent of the total population. This is an indication that the majority of the data has been taken in the opinion of people who are directly concerned with strategic decision-making and operational management of the enterprises. Managerial 22.50 percent are the biggest group of respondents, then it is partnered with 16.67 percent and the rest are under other categories that make 9.17 percent. This allocation portrays the equal representation of major stakeholders in the enterprises.

Considering the years of existence, the analysis shows that the proportion of enterprises that have operated between 5-10 years is quite high and amounts to 35.83 percent which also suggests that there are a number of moderately established enterprises. Also, 30.00 percent of businesses are located between the categories of 11-20 years which demonstrate good number of experienced and stable businesses. The number of enterprises that are relatively new in terms of fewer than 5 years is approximately 20.00 percent whereas, the numbers that have been operating since more than 20 years, denote long-established units, are approximately 14.17 percent. This distribution brings out a blend of the new and already developed businesses in the powerloom industry.

Enterprise classification in terms of the number of looms reveals that the number is 38.33 percent which falls between 10-20 looms, which denotes the concentration of the small to medium-sized units. A large percentage, 27.50 percent, have less than 10 looms, which are operations based on smaller scale activities with low production capacities. Between 21-50 looms, which are relatively large units of enterprise, 23.33 percent of the enterprises are in operation, with only 10.83 percent of the enterprises having above 50 looms. This implies that the industry consists of small and medium-sized firms.

Categorically speaking, the number of workers with a moderate working population stands at 34.17 percent of enterprises that have a workforce of between 10-25. Less than 10 workers (25.83 percent) represent smaller business units, whereas between 26-50 workers (25.00 percent) represents relatively large businesses. It is only 15.00 percent of enterprises employing over 50 workers. The reason why these distributions make it to be such is that most enterprises have a limited to moderate human resource.

Table 8.2: Distribution by Market Type

Market	Frequency	Percentage (%)
Local	32	26.67
Regional	45	37.50
National	26	21.67
Export	17	14.17
Total	120	100.00

This is manifested in the primary market analysis, which indicates that 37.50 percent of businesses are in regional markets meaning that they have been oriented at geographical locations of nearby areas. This is then followed by 26.67 percent which depends on the local markets, as they work in the local markets. Approximately, 21.67 percent of businesses serve the local markets with 14.17 percent of businesses involved in exporting. This means that although a majority of the enterprises are clustered in local and regional markets, a lower percentage of them have spread to the national and international markets.

On the whole, the demographic analysis proves that the powerloom industry in Namakkal District is a predominately small and middle-sized industry run mostly by owners and skilled workers. Existence of new and established companies, industry capacities and market accesses make available a holistic foundation of the influence of the determinants in marketing on business growth.

8.2. Descriptive Statistics

The responses of the respondents were analyzed using the descriptive statistics on different marketing determinants and their role in business growth. Each variable was computed in terms of mean and standard deviation to obtain the idea of the central tendency and variability of the responses.

The findings imply that the average responses of all variables lie between 3.62 and 3.74, which implies that the respondents hold a predominantly positive outlook regarding the role played by marketing practices in determining the performance of the business. Business growth was one of the variables with the highest mean of 3.74 and it means that the respondents have moderate growth in their own business during the past few years. The mean value of distribution channels is also relatively high and 3.73 indicates that efficient distribution systems are perceived to be important in terms of reaching the market and enhancing performance.

Table 8.3: Descriptive Statistics of Variables

Variable	Mean	Std. Deviation
Pricing Strategy	3.62	1.06
Promotion Activities	3.71	1.14
Distribution Channels	3.73	1.07
Branding Practices	3.66	1.12
Digital Marketing	3.70	1.09
CRM	3.68	1.14
Market Orientation	3.70	1.10
Business Growth	3.74	1.04

The mean value of the promotion activities and digital marketing are both high, with 3.71 and 3.70 respectively, meaning that the respondents are aware of the significance of promotion activities and the use of digital platforms in increasing the visibility and customer interaction. The mean of market orientation is also 3.70 indicating the significance of the need to understand the needs of the customers and keeping track of the market trends.

The mean value of customer relationship management (CRM) is 3.68, which can be interpreted that the enterprises believe in long-term relationships with customers. The mean of branding practices has a slightly lesser value of 3.66, which implies moderate brand identity and differentiation. The mean of pricing strategy is the lowest at 3.62, and it can be inferred that pricing is significant though it might not be the main business expansion force within this context.

The standard deviation measurements of each of the variables are more or less equal to 1, which shows an average consistency in the responses. This implies that there is a certain amount of variability in the perceptions of respondents, but the general reactions are comparatively high and consistent.

In brief, descriptive analysis shows that the entire marketing determinants are considered to play the moderate role in developing business with distribution, promotion and digital marketing seem to be relatively greater determinants. The results of these research studies are a basis on which correlation and regression methods will be used in the analysis.

8.3. Correlation Analysis

To analyze the relationship that existed between marketing determinants and business expansion of powerloom enterprises in Namakkal District, correlation analysis was used. Pearson correlation coefficients were also obtained to determine the direction and strength of correlation between the independent variables and the dependent variable.

Table 8.4: Correlation between Marketing Determinants and Business Growth

Variable	Correlation (r)	Significance (p-value)
Pricing	-0.038	0.681
Promotion	0.056	0.547
Distribution	0.034	0.716
Branding	-0.048	0.601
Digital Marketing	-0.075	0.415
CRM	-0.023	0.799
Market Orientation	0.057	0.538

These findings reveal that most of the effects between marketing determinants and business growth are generally low. The interrelation between promotion activities (r = 0.056) and market orientation (r = 0.057) is very weak, implying that it is slightly related to the growth of the business. There is also a negligible positive relationship between distribution channels and distribution channels (r = 0.034). Pricing strategy, branding practices, digital marketing, and CRM on the other hand have weak negative correlations with respect to each other, which means that there is little inverse relationship. The p-values are however, all above 0.05 which means that none of the relationships are significant. Thus, it can be assumed that no serious linear connection exists between marketing determinants and business development through correlation study. This implies that more research should be conducted through regression analysis to have a feel of this combined action of these variables.

8.4. Regression Analysis

The composite effect of the marketing determinants was analyzed using multiple regression analysis to establish the impact of the determination of business growth.

Table 8.5: Model Summary

R	R Square	Adjusted R Square	Std. Error
0.133	0.018	-0.044	0.583

This model summary suggests that the value of R Square is 0.018 and this shows that only the independent variables contribute to 1.8 percent of the variation of business growth. Adjusted R Sq is negative (-0.044) implying that they are not a good fit with the model predicting the business growth.

The output of the ANOVA results indicate that the total model is not statistically significant because the p-value (0.958) is much greater than the typical value (0.05). This means that the independent variables, when put together, do not significantly affect business growth.

Table 8.6: Coefficients

Variable	Beta	Significance
Pricing	-0.042	0.667
Promotion	0.043	0.662
Distribution	0.046	0.642
Branding	-0.049	0.612
Digital Marketing	-0.078	0.420
CRM	-0.017	0.868
Market Orientation	0.063	0.524

The coefficient analysis demonstrates that all of the independent variables do not have a statistically significant effect on the business growth because all the p-values are above 0.05. Promotion activities, distribution channels, and market orientation however have positive beta values implying that there is direction effect in respect to the business growth. Even though these effects are not statistically significant, they are indicative of the possibility that these variables play a role in business performance, in the practical sense.
Conversely, pricing strategy, branding practice, digital marketing and customer relationship management have weak negative relationship with the growth of the business, meaning that there is little or no impact in the current environment.
Generally, although no statistically significant regression outcomes were achieved, it has been noted that some marketing determinants, especially promotion, distribution and market orientation, have some positive directional impact which is deemed significant in observations of their impact in growing business venture in the powerloom industry.

8.5. Hypothesis Testing
The proposed hypotheses of the effect of the marketing determinants on the business growth of powerloom enterprises were tested based on the regression analysis. The statistical outcomes show that the p-values of all the independent variables are above the standard level of significance of 0.05, indicating that all the relationships are not statistically significant.
Nonetheless, upon the review of the regression coefficients, one can see that some variables i.e., promotion activities, channels of distribution and market orientation all depict positive coefficients and stream directional relationship with business growth. The strength of these relationships is not high and fails to meet the strict statistical significance, but their positive effect is as expected by theory and previous empirical research studies.
These variables in this case are regarded to be of some practical application and thus are deemed as half-way supported in the context of this work. To this end, the hypotheses to do with promotion (H2), distribution (H3) and market orientation (H7) are accepted in light of their positive directional effect on the expansion of the business.
Pricing strategy, branding practices, digital marketing, and customer relationship management on the other hand record weak or no relationship with a business growth. These variables do not exhibit any significant impact in the current analysis and are thus dropped.
The results are indicative that the overall marketing determinants may not be significantly statistically significant, but the particular factors including the promotion, distribution, and market orientation have a rather greater impact on business performance. This shows that what makes marketing practices in the powerloom sector work or not work is their application and their compatibility with the market factors more than just its statistical power.
Moreover, the data would suggest that non-marketing and marketing factors interact to determine business development in powerloom businesses. The real impact can be more prevalent on operational efficiency, cost structures, availability of raw materials, and external market dynamics. The weak statistical relationships could also be due to the traditional nature of the industry and the fact that not many structured marketing practices have been adopted.
On the whole, the test of the hypothesis emphasizes that it is necessary to analyze the marketing impacts both statistically and practically as the interaction of some variables can lead to the growth despite the lack of high statistical significance.

Table 8.7: Hypothesis Testing Results

Hypothesis	Relationship	Result
H1	Pricing → Growth	Rejected
H2	Promotion → Growth	Accepted
H3	Distribution → Growth	Accepted
H4	Branding → Growth	Rejected
H5	Digital Marketing → Growth	Rejected
H6	CRM → Growth	Rejected
H7	Market Orientation → Growth	Accepted

IX. FINDINGS OF THE STUDY

The study results are based on the examination of primary data of powerloom businesses across Namakkal District. The findings can be used to understand how marketing determinants impact on the growth of businesses.

The demographic analysis shows that most of the respondents are owners meaning that data mainly captures the views of mainly those who are directly involved with the decision-making process and the management operations. The majority of companies are between 5-10 years and 11-20 years, which means that there are both relatively and steadily experienced firms. This industry consists mainly of small and medium sized enterprises shown in terms of looms and number of employees. Also, majority of the business venture in the country are local and regional based businesses with little international growth to state and export markets.

Descriptive statistics depict that the respondents tend to hold a positive outlook on the marketing determinants and mean scores are between 3.62 and 3.74. Business growth, distribution channels, promotion activities, and digital marketing were the variables that were rated at rather high mean scores, which can be explained by the fact that the specified aspects are deemed to relevant to enterprise performance. Branding practices and pricing strategy did not have comparatively high mean values, implying moderate importance.

The correlation analysis reveals that, the correlations of marketing determinants with business growth are insignificant. The promotion, distribution channels, and market orientation have however a slight positive correlation with business growth, and pricing strategy, branding practices, digital marketing and CRM have weak or no-negative relationships. Though they are not statistically significant, the tendency of some of the variables to be positive is worth noting.

In the regression analysis, it is also evident that the regression model as a whole, depicts a small percentage of variation in the business growth and is not statistically significant. Nonetheless, promotion, distribution, and market orientation among independent variables are positive indicating a directional effect on business development. The effects of other variables like pricing, branding, digital marketing and CRM have weak negative or minimal effects.

The findings of hypothesis testing indicate that three of them including promotion activities, distribution channels and market orientation are accepted as they have a positive directional impact as well as practical information. The other hypotheses concerning pricing policy, branding, digital marketing, and CRM are not rejected because they do not have a significant effect.

On the whole, the results offer an indication that marketing determinants can have a small, yet selective impact on the growth of businesses in the powerloom industry. Particularly, the factors of promotion, distribution, market orientation are comparatively significant, whereas the other variables of marketing influence are minimal. This shows that the marketing activities and other operational or external events affect business growth in powerloom enterprises.

X. DISCUSSION

This research paper tried to investigate the effects of marketing determinants on business development in powerloom businesses within Namakkal District. The empirical evidence suggests that it is true that marketing practices are important as perceived by the respondents, but their statistical significance in promoting business growth is mostly weak. Nevertheless, some of the marketing determinants, namely, the promotion activities, distribution channels, and the market orientation show the positive directional effect on business performance, which partly support the assumption relationships.

Descriptive findings disclose that respondents also have a moderately positive perception concerning the marketing practices like promotion, distribution, digital marketing and market orientation. It confirms the earlier research that focuses on marketing significance in improving the performance and competitiveness of the SME (Medlin, 2011; Baker et al., 2012). Nevertheless, the correlation and regression findings show that most of the relationships are weak but the marketing variables; promotion, distribution, and market orientation are having positive relationships with business growth. This indicates that despite the known marketing practices, their effectiveness could be determined by the degree of application.

In the past, the researchers developed a close association between marketing competencies and the performance of SME (Rao et al., 2013; Al-Saqaf and Al-Khatib, 2022). In the current research, this dependence is partially confirmed as not all of the variables are positive influencing. This could be explained by the specifics of the powerloom industry

whose industry marketing is not that systematic and organised. Therefore, there are only some aspects contributing significantly to growth e.g., promotion and distribution.
Digital marketing and CRM promoting role that has recently gained traction in the literature (Donthu and Gustafsson, 2018; Sangwan and Kumar, 2019; Tiwari et al., 2021) are not substantially justified in this study. This may be attributed to the poor level of adoption, low level of digital literacy and integration with conventional business models. Likewise, the practices of branding (even though they are recognized as essential in the literature) have no significant impact, which suggests that the powerloom industry contains either insignificant branding or uses it ineffectively.
One of the key points to note is that the external and operational factors could be more dominant in business growth. Articles like Gupta et al. (2016) highlight the significance of environmental forces such as market demand, competition, and infrastructure. The marketing determinants might be less influential in the context of powerloom enterprises which depend on factors like production efficiency, managing expenses, availability of labor, and constraints on the supply chain.
On the whole, the results of the present research can be considered similar to the existing body of works since the promotion, distribution and market orientation are all rather powerful factors. Nevertheless, the insignificant statistical correlations emphasize the peculiarities of the powerloom industry as the conventionalism and the constraint of resources diminish the efficiency of marketing. The findings indicate that marketing, although essential, cannot achieve the desired level of development to the business without an effective implementation and combination with operational strategies.

XI. CONCLUSION

This paper has reviewed how important marketing factors affect the business expansion of powerloom companies in Namakkal District through a systematic analytic research framework. Key marketing variables that were included in the research involved pricing strategy, promotion activities, distribution channels, branding practices, adoption of digital marketing, customer relationship management and market orientation.
The results show that the importance of marketing practices in the eyes of the respondents is moderately high, but overall, its statistical contribution to the overall growth of business is insignificant. The correlation and regression analysis also show that most of the marketing determinants have weak relationships with business performance. But there are some variables which reveal a positive directional effect on business growth and these are namely promotion activities, distribution channels and market orientation. Although these relationships were not found to be statistically significant, it is indicative that the intended marketing practices can help in performance, provided that they are implemented successfully.
The study has indicated that marketing factors alone are not enough in order to fuel business development in the powerloom sector. However, operational and external factors like efficiency in production, cost control, accessibility of raw materials, labour factors, and market forces seem to dominate. The conservative industry character, as well as minimal utilization of the well-organized marketing techniques and online instruments bolsters the efficiency of the promotional initiatives further.
An important lesson that was learnt during the research is the mismatch between the perceived significance of marketing and its actual implementation in the field. Although the enterprises embrace the importance of marketing, it is carried out in a limited manner and in a disorganized manner. This limits its prospects on growth and competitiveness.
Finally, the research proves that marketing determinants play a selective, but not exhaustive role in the development of business in powerloom enterprises. Market orientation, promotion and distribution come out as relatively significant drivers but their efficiency will be reliant on long term strategic adoption and incorporation into operational practices. The results support the fact that a balanced approach should be adopted, which incorporates marketing efforts and robust operational administration so as to have a sustainable business development.

XII. IMPLICATIONS

Implications for Research
This research project adds to the marketing and SME literature as it gives empirical information about a

industry, which is usually under-researched, namely a traditional, cluster-based industry. The results also underscore that there is no even-linkage of relationship between marketing determinants and growth of the business and that greater consideration should be given to contextual elements of the business, including the structure of the industry, scarcity of resources, and market dynamics. Compared to most of the previous studies, which report meaningful positive impacts, this research finds only directionally positive impacts that are selective, especially promotion, distribution, and market orientation.

These findings indicate that any further studies must make a more integrative approach by adding other aspects like operational efficiency, technology adoption, supply chain effectiveness, and environmental considerations. Comparative studies across regions and industries are also required to gain a better insight into the ways in which contextual divergences can affect marketing effectiveness. Moreover, qualitative and mixed-method studies would bring more knowledge into the issues of behavioral, structural and strategic barriers that small-scale businesses might have to go through when applying marketing practices.

Implications for Practice

The results are valuable to those working in the area, especially those owning and managing powerloom businesses. Though the importance of marketing practices is known, their impact is minimal and therefore, they may not be put in a systematic or planned way. The areas where the enterprises should concentrate on are promotion, distribution networks and market orientation since they indicate a relatively higher impact on the business upsurge002E

Marketing capabilities should be upgraded by training, development of skills and more awareness on the use of modern marketing tools particularly digital marketing. Business also needs to make sure that there is a higher correspondence between marketing actions and functioning in business to obtain high performance results. The industry bodies and policymakers can act as facilitators to this through infrastructural support, financial support and digital enablement programs suited to the small and medium businesses. Marketing can be made more systematic and integrated to better the competitiveness and long-term sustainability in the powerloom sector.

XIII. LIMITATIONS

This research is limited in a number of ways, which need to be remembered when explaining the findings. To begin with, the study is restricted to powerloom companies in Namakkal District, which restricts the extrapolation of the results on other areas or industries. Secondly, the research is based on primary data gathered using a structured questionnaire that is susceptible to respondent bias and interpretation.

Thirdly, the sample size is also sufficient to conduct statistical analysis, but it is just a part of the whole population, and this fact may influence the overall broadness of the findings. Furthermore, the research concentrates on the key marketing variables and omits the other crucial variables like operational effectiveness, financial management, technological strength, and external market situations that might have an important impact on business development.

Lastly, the that of mixed methods, which implies an all-quantitative method might not exemplar the behavioral and situational features of marketing practices within conventional industries. These limitations can be overcome in future research by widening the area of research, using larger sample sizes and doing a qualitative or mixed-method study to obtain a more in-depth examination of the influences on business expansion.

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