

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

Sharan¹, Dr.Santhosh M²

¹Rv Bengaluru

²Associate Professor, Rv

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 although respondents consider marketing practices important, their effects on business growth differ across variables. Correlation and regression analyses indicate that promotion activities, distribution channels and market orientation have positive and statistically significant effects on business growth. The regression model explains 26.3% of the variation in business growth. Pricing strategy, branding practices, digital marketing adoption and customer relationship management do not show statistically significant effects in the present not study.

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 particularly in promotion, distribution and market orientation, improve on long term sustainability and competitiveness in powerloom .,

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 firms performance driver. 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.

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.

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.

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.

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 distributio, 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.

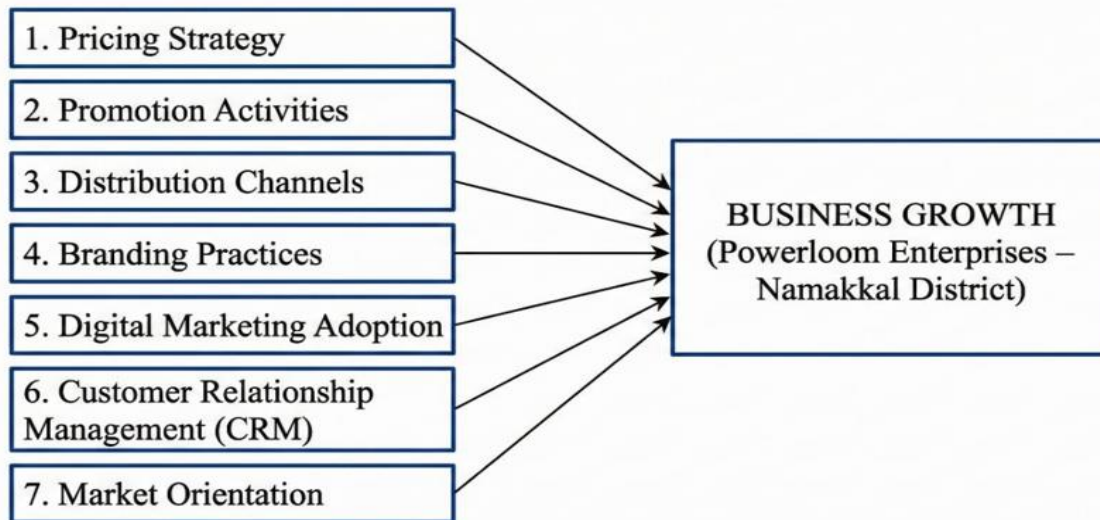
The knowledge of the literature is especially applicable in the conditions of the powerloom businesses in Namakkal District. The industry is marked by operation of small scale, lack of resources and adherence to conventional methods. Thus, the introduction of contemporary marketing practices and online 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.

Conceptual Framework



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 an 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 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 3.03 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 3.01 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	0.66
Promotion Activities	3.00	0.83
Distribution Channels	3.01	0.85
Branding Practices	3.66	0.65
Digital Marketing	3.70	0.59
CRM	3.68	0.67
Market Orientation	3.05	0.84
Business Growth	3.74	0.57

The descriptive statistics show the means of the variables vary from 3.00 to 3.74. The mean score for business growth was found to be 3.74; generally, the respondents perceived the business growth as moderate to high. Digital marketing, CRM, branding practices and pricing strategy were found to have mean score of 3.70, 3.68, 3.66 and 3.62 respectively. The values suggest a positive attitude of respondents in general towards these marketing practices.

The mean scores for promotion, distribution and market orientation were very close to the neutral point of the five-point scale, indicating a moderate level of adoption and mixed opinions among the respondents, which suggests that the implementation of promotion, distribution and market-oriented

practices may not be consistent in all powerloom enterprises.

The standard deviation values are between 0.57 and 0.85. The practices of promotion activities, distribution channels and market orientation have comparatively higher standard deviations of 0.83, 0.85 and 0.84 respectively showing high variation in opinion across the respondents in respect of these practices.

As a whole, the descriptive analysis reveals that the perception of respondents towards business growth, digital marketing, CRM, branding, and pricing strategies is fairly positive. Promotion activities, however, and channels of distribution, and the orientation of the market are practiced only moderately. These descriptive findings are used as a basis for further investigation using correlation and regression analysis to determine if there is a significant relationship between the marketing determinants and the growth of a business.

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	0.357	0.001
Distribution	0.363	0.001
Branding	-0.048	0.601
Digital Marketing	-0.075	0.415
CRM	-0.023	0.799
Market Orientation	0.301	0.001

The correlation analysis shows that promotion activities, distribution channels and market orientation have positive and statistically significant relationships with business growth. Distribution

channels have the strongest positive correlation with business growth ($r = 0.363$, $p = 0.001$), followed by promotion activities ($r = 0.357$, $p = 0.001$) and market orientation ($r = 0.301$, $p = 0.001$). Since their p-values are below 0.05, these relationships are statistically significant.

Pricing strategy, branding practices, digital marketing and CRM show very weak negative correlations with business growth. Their p-values are greater than 0.05, indicating that these relationships are not statistically significant. Overall, the results suggest that promotion, distribution and market orientation are positively associated with the growth of powerloom enterprises.

1.1 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
0.511	0.263	0.213	0.503

The model summary shows an R of 0.511, which is a moderate relationship between the marketing determinants and business growth. The value of R Square is 0.263 which indicates that 26.3% of the variation in business growth is explained by pricing, promotion, distribution, branding, digital marketing, CRM and market orientation. The adjusted R Square value is 0.213 which shows that with the number of independent variables considered, this model accounts for 21.3% of the variance. Other factors that can affect the remaining variation not included in the study are operational, financial and market related. The standard error of 0.503 is reasonable for the difference between the actual and predicted values of business growth. The model has a moderate overall.

Table 8.6: Coefficients

Variable	Beta	Significance
Pricing	-0.075	0.362
Promotion	0.282	0.001
Distribution	0.262	0.003
Branding	0.024	0.775
Digital Marketing	-0.012	0.891
CRM	-0.026	0.751
Market Orientation	0.204	0.017

The result of regression coefficient analysis reveals that “promotion activities”, “distribution channels” and “market orientation” are statistically significant positively affecting growth in business. Promotion activities have the highest positive beta value ($\beta = 0.282$, $p = 0.001$), followed by distribution channels ($\beta = 0.262$, $p = 0.003$) and market orientation ($\beta = 0.204$, $p = 0.017$). Since their p-values are below 0.05, these variables significantly contribute to the growth of powerloom enterprises.

Pricing strategy ($\beta = -0.075$, $p = 0.362$), digital marketing ($\beta = -0.012$, $p = 0.891$) and CRM ($\beta = -0.026$, $p = 0.751$) have weak negative and statistically insignificant effects. The relationship of branding practices with the product is not statistically significant as P-value is more than 0.05 and the coefficient ($\beta = 0.024$) is small and positive.

In general, the findings show that promotion, distribution and orientation to the market are crucial marketing factors that have a positive impact on the growth of the business, whereas no significant effect was found for the other marketing factors in the present study: pricing, branding, digital marketing and CRM.

1.2 Hypothesis Testing

The hypotheses was used to test the hypotheses at 5% significance level. Hypothesis accepted if p value < 0.05 and rejected if p value > 0.05.

Promotion activities has positive and statistically significant effect on business growth ($\beta = 0.282$, $p = 0.001$). Thus, H2 is accepted. This shows that promotional strategy like advertising, trade shows and product awareness sessions can help in improving the powerloom business.

The distribution channels also positively and significantly influence business growth ($\beta = 0.262$, $p = 0.003$). Hence, H3 is accepted. An enterprise can enhance market reach and customer satisfaction through effective distribution networks, several sales channels and efficient distribution systems. Market orientation, $\beta = 0.204$; $p = 0.017$, has a positive and statistically significant effect on business growth.

Hence, H7 is said to be accepted. This implies that knowing the needs of customers, knowing the competitors and using the information in the marketplace in decision-making can be part of the business growth.

P-values of the other factors regarding Pricing strategy, Branding practices, Digital marketing and CRM are greater than 0.05. However, in the present investigation, the effects of H1, H4, H5 and H6 are not statistically significant, and therefore rejected.

Overall, the results show that promotion activities, distribution channels and market orientation are significant determinants of business growth among powerloom enterprises. Among them, promotion has the strongest influence, followed by distribution and market orientation.

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 findings gathered are primary data of 120 respondents from powerloom enterprises in Namakkal District. The demographic analysis reveals that the majority of respondents are business owners who are directly involved in business activities and decision making. The vast majority of business are small or medium size businesses that are predominantly local and regional.

The descriptive statistics reveal that the mean values vary from 3.00 to 3.74. Business growth had the highest mean of 3.74 followed by digital marketing with 3.70, CRM (3.68), branding (3.66) and pricing (3.62). Mean values of promotion, distribution and market orientation were around 3.00, which represent moderate level of adoption.

The correlation results reveal that promotion, distribution and market orientation have positive and statistically significant relationships with business growth. Distribution recorded the strongest correlation ($r = 0.363$, $p = 0.001$), followed by promotion ($r = 0.357$, $p = 0.001$) and market orientation ($r = 0.301$, $p = 0.001$). Pricing, branding,

digital marketing and CRM did not show statistically significant relationships.

The regression model explains 26.3% of the variation in business growth. Promotion has the strongest significant influence ($\beta = 0.282$, $p = 0.001$), followed by distribution ($\beta = 0.262$, $p = 0.003$) and market orientation ($\beta = 0.204$, $p = 0.017$). Hence, the following numbers are accepted: H2, H3, H7 and the following numbers are rejected: H1, H4, H5, H6.

The results in general show that promotion and proper distribution channels and market orientation are significant factors contributing to the growth of the business of the powerloom units. Other factors such as operational, financial and external factors can affect the growth data.

X. DISCUSSION

This study aimed to find out the effect of marketing determinants on the growth of powerloom business in Namakkal district. The results indicate that the promotion activities, distribution channels and market orientation positively and significantly influence the growth of the business. Thus, these variables are related to the proposed relationships, whereas the influence of the other marketing determinants is not statistically significant.

The descriptive findings indicate that respondents have a moderately positive perception of different marketing practices. The results are consistent with earlier studies that emphasise the importance of marketing in improving SME performance and competitiveness (Medlin, 2011; Baker et al., 2012). The correlation and regression findings particularly show that promotion, distribution and market orientation are positively related to business growth. Previous studies have found a close linkage between the marketing capabilities and the performance of SMEs (Rao et al., 2013; Al-Saqaf and Al-Khatib, 2022). This relationship is partly confirmed by the present study, since only the variables: promotion, distribution and market orientation are significant. This could be attributed to the nature of the power loom industry which does not have systematic organisation of marketing practices.

There was no statistically significant impact on digital marketing, CRM, branding and pricing in this

study. This could be because of inadequate adoption or because of digital illiteracy and the lack of integration of modern marketing strategies and business models. These factors, however, should not be ignored, since their effectiveness could be enhanced if they are implemented properly.

Overall, results were parallel to the other studies as it was found that promotion, distribution and market orientation were significant factors in influencing business growth. But other factors relating to the business itself and the outside world like its efficiency, cost control, the availability of labour and raw material, competition, and the condition of the supply chain, etc., may also impact business performance. Thus, marketing strategies need to be put in practice with effective operational strategies to guarantee sustainable growth.

XI. CONCLUSION

This study aimed to find out the effect of marketing determinants on the growth of powerloom business in Namakkal district. The results indicate that the promotion activities, distribution channels and market orientation positively and significantly influence the growth of the business. Thus, these variables are related to the proposed relationships, whereas the influence of the other marketing determinants is not statistically significant.

The descriptive results show that the perception of the respondents with respect to the perception of the different marketing practices is moderately positive. The findings are in line with previous research that highlighted the marketing role as a determinant to the performance and competitiveness of SMEs (Medlin, 2011; Baker et al., 2012). Correlation and regression results especially indicate that promotion and business growth are positively correlated and positively regressed; and distribution and market orientation are also positively correlated and positively regressed with business growth.

Pricing strategy, branding practices, digital marketing and CRM do not show statistically significant effects in the present sample. This does not mean that these practices are unimportant, but their implementation may be limited or insufficiently integrated into the traditional operations of powerloom enterprises.

The findings also indicate that marketing factors alone cannot fully explain business growth. Other operational and external factors, such as production efficiency, cost control, availability of raw materials, labour conditions, technology, market competition and supply-chain management, may also influence enterprise performance.

Overall, promotion, effective distribution and market orientation emerge as important drivers of business growth. Powerloom enterprises should adopt these practices systematically and combine them with strong operational management to improve competitiveness and achieve sustainable long-term growth.

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.

REFERENCES

- [1] Bruce, E., Shurong, Z., Ying, D., Yaqi, M., Amoah, J., & Egala, S. B. (2023). The effect of digital marketing adoption on SMEs' sustainable growth: Empirical evidence from Ghana. *Sustainability*, 15(6), 4760. doi:10.3390/su15064760.
- [2] Wasim, M., Ahmed, S., Kalsoom, T., Khan, M. S., & Rafi-Ul-Shan, P. M. (2024). Market orientation and SME performance: Moderating role of IoT and mediating role of creativity. *Journal of Small Business Management*, 62(2), 938–965. doi:10.1080/00472778.2022.2100897.
- [3] Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The impact of digital marketing on the performance of SMEs: An analytical study in light of modern digital transformations. *Sustainability*, 16(19), 8667. doi:10.3390/su16198667.
- [4] Sangwan, P., & Kumar, P. (2024). Influence of digital marketing capabilities on the performance of textile industry SMEs. In *Proceedings of the 2nd International Conference on Emerging Technologies and Sustainable Business Practices*, 33–49. doi:10.2991/978-94-6463-544-7_4.
- [5] Nuseir, M., & El Refae, G. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management. *International Journal of Data and Network Science*, 6(2), 295–304. doi:10.5267/j.ijdns.2022.1.008.
- [6] Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54(2), 1–18.
- [7] Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37–52.
- [8] Morgan, N. A., Vorhies, D. W., & Mason, C. H. (2009). Market orientation, marketing

capabilities, and firm performance. *Strategic Management Journal*, 30(8), 909–920.

- [9] Baker, W. E., & Sinkula, J. M. (2009). The complementary effects of market orientation and entrepreneurial orientation on profitability. *Journal of Small Business Management*, 47(4), 443–464.