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Analysis On Digital Marketing Strategies Used By Selvas Kids Wear India Pvt Ltd

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ABSTRACT

This study explores the digital marketing strategies employed by Selvas Kids Wear India Pvt. Ltd., a prominent children's apparel brand in India. With the rise of digital platforms, the company has strategically adopted methods such as social media marketing, influencer collaborations, email campaigns, SEO, and pay-per-click advertising to strengthen brand awareness, customer engagement, and sales performance. Through primary data collected from 155 respondents and secondary sources, the research analyzes consumer behavior, interaction patterns, and campaign effectiveness. Statistical tools including ANOVA, Chi-square, and rank analysis were used to evaluate demographic influences and marketing outcomes. Key findings indicate that social media and influencer marketing are the most impactful, while email campaigns and WhatsApp engagement play supporting roles. Challenges such as low customer retention and high cart abandonment rates are noted, with recommendations for improving personalization, user experience, and referral programs. The study concludes that digital strategies are crucial for growth in the competitive kidswear market.

INTRODUCTION

Digital marketing came before the birth of brand awareness, customer engagement, and sales-in-the-virtual-world. It completely revolutionized the way in which businesses relate to consumers. Today's extremely fast and competitive retail environment demands that companies use digital channels to establish their presence online. The emerging and fast-growing children's clothing industry has phenomenally used the internet as parents search online for products, recommendations, and purchases.

Selvas Kids Wear India Pvt. Ltd. has made its mark in the children's wear industry by appealing to parents who wish to dress their little ones in comfortable, stylish, and quality wear. During this period, digital marketing became an essential part of the business growth strategy as social media and e-commerce evolved.

This paper shall carry out a major analysis of the digital marketing techniques employed by Selvas Kids Wear India Pvt. Ltd. on influential partnerships, social media marketing, content marketing, SEO, email marketing, and web advertising. The study would also highlight how these tools used by Selvas Kids Wear are crucial in creating brand awareness, augmenting customer base, and facilitating customer loyalty. It will readily illustrate how the brand utilizes cutting-edge online marketing and promotions to stand above competition among rivals in the children's apparel market.

STATEMENT OF THE PROBLEM

To continue fighting the market for children's wear as competitive as it is, firms must manipulate themselves into adjusting to constant changing digital marketing methods. The company incorporated tools of digital marketing to improve sales and brand recognition at Selvas Kids Wear India Pvt. Ltd. One of the major challenges is understanding how these initiatives affect customer engagement and performance in terms of sales conversion. Although online marketing provides measurable data, it is not a certainty that a strategy employed by Selvas Kids Wear ensures additional client acquisition or retention. The firm must also face the very volatile conditions of the digital market; it is possible for saturation in the market to reduce the effectiveness of advertising campaigns-cum-frequent variations in algorithms.

OBJECTIVES OF THE STUDY

The goals of the study are:

- To evaluate how successful digital marketing tactics by Selvas Kids Wear India Pvt. Ltd have been in sales, consumer interaction, and building brand awareness.
- To identify the major challenges and issues faced by Selvas Kids Wear in developing their digital marketing campaigns
- To study how consumers' preferred choices in the course of their online behaviors affect their online buying decisions with specific reference to apparel for children.
- To analyze the influence of different e-commerce strategies such as social media marketing and search engine optimization on the digital marketing campaign of Selvas Kids Wear.

SCOPE OF THE STUDY

This study will focus on analyzing the internet marketing methods that are adopted by Selvas Kids Wear India Pvt. Ltd. with respect to the children's apparel industry. The research will involve digital marketing strategies, such as influencer partnerships, pay-per-click (PPC) advertising, content marketing, social media marketing, SEO, and e-commerce techniques.

This would then allow for evaluating how these strategies affect sales, customer engagement, and brand awareness. The research will also study the challenges that the company has faced in the application of those digital marketing strategies. This research will primarily focus on the Indian market as Selvas Kids Wear caters to the Indian market.

RESEARCH METHODOLOGY

This research will figure out how well the company's digital marketing works. We're using both numbers and stories to get the full picture.

DATA COLLECTION METHODS

Primary Data

Client feedback regarding Selvas Kids Wear.

Digital marketing was visualized through interviews with the operational staff and executives of the company at all levels. Tracking social media activities, evaluating website effectiveness, and comparing advertisements.

Secondary Data

Evaluation of business reports, case studies, previous research, and industrial standards was carried out. Data from Google Trends and social media analytics and a few SEO reports.

LIMITATIONS OF THE STUDY

- Short learning periods, note, might be insufficient for thorough analysis into the long-term effects of these strategies on branding and consumer behaviour.
- If important operational data-such as total sales figures, advertising budgets.
- Surveys and interviews remain susceptible to bias and often convey distorted images of average consumers, though they may be used in some studies.
- Lastly, Selvas Kids Wear digital marketing campaigns could be influenced on a seasonal basis, being concurrent with demand and economic trends.

REVIEW OF LITERATURE

Gupta and Sen (2023) have discussed the impact of green branding on e-marketing for children's apparel. The results of their study indicate that companies who communicate fair and green production via digital marketing are attracting significantly larger segments of environmentally conscious parents.

Kaur & Kaur (2023), online reviews, social media marketing, and influencer partnerships played a significant role in purchasing decisions of Indian retail customers. The study was also about drawing the attention and earning the trust of customers through the use of interactive sources such as movies and personal/face-to-face meetings.

Kumar & Das (2023) the research throws light on the importance of WhatsApp and Telegram as marketing tools for fashion businesses in India. Such instant messaging applications provide very high engagement in real-time, consumer interaction, and increased sales in local marketplaces

DATA ANALYSIS.

RANK ANALYSIS

Rank analysis is a statistical technique for ranking and evaluating variables based on survey data, customer preferences, or performance metrics. Knowing the importance of various decision-making factors and their effects can be of help.

MEAN RANK ANALYSIS OF FACTORS

CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
QUALITY	33	11	2	4	32	155	I
	165	44	6	8	32	255	
EMAIL MARKETING CAMPAIGNS	8	25	11	7	31	155	III
	40	100	33	14	31	218	
DIGITAL MARKETING STRATEGIES	17	5	24	7	29	155	II
	85	20	72	14	29	220	
SOCIAL MEDIA CONTENT	16	5	10	18	33	155	IV
	80	20	30	36	33	199	

INTERPRETATION

Quality (Rank I, Score: 255)

CHI- SQUARE

Chi-Square Analysis stands for a statistical method designed to consider the interdependence of two categorical variables. Researchers and organizations can use it to determine if the anomalies in their observed data stem from random variation or if there is a significant amalgamation between those variables

DEMOGRAPHIC FACTORS AND SATISFACTION LEVEL

Variable	Pearson Chi-square	Sig (p-value)
Gender	0.0008	0.0008
Age	0.0024	0.0024
Education	0.0021	0.0021
Occupation	0.0021	0.0021
Income	0.0035	0.0035

INTERPRETATION:

All p-values are extremely high (close to 1), which means there is no significant relationship between the variables and the observed responses.

The Chi-square values are also very low, further indicating that the distribution of responses is quite uniform across categories.

This suggests that the likelihood of responses (Very Likely, Likely, Neutral, Unlikely) does not vary significantly across different demographic groups.

FINDINGS

- Digital marketing significantly impacts brand awareness for Selvas Kids Wear.
- Social media platforms are the primary channels for customer engagement.
- Facebook and Instagram drive the most traffic to the brand's website.
- Google Ads contribute to a substantial percentage of online sales.
- Influencer marketing improves brand credibility and conversions.
- SEO optimization increases organic traffic.
- Email marketing has a moderate impact on customer retention.
- WhatsApp marketing is effective for personalized customer interaction.
- Video marketing on platforms like YouTube improves brand recall.
- User-generated content builds trust and engagement.

SUGGESTIONS

- Increase engagement on Instagram through interactive content like reels, polls, and Q&A sessions.
- Improve email marketing effectiveness by personalizing subject lines and optimizing send times.
- Enhance website checkout experience to reduce cart abandonment rates.
- Strengthen referral marketing programs to increase word-of-mouth promotions.
- Leverage AI-powered chatbots to improve customer service and lead generation

CONCLUSION

Digital marketing has emerged as a crucial factor in enhancing the online presence and sales of Selvas Kids Wear India Pvt. Ltd. The study reveals that social media platforms, particularly Instagram and Facebook, play a vital role in engaging customers and driving traffic. Google Ads and influencer marketing significantly contribute to the brand's growth, while SEO and email marketing help maintain customer relationships. However, challenges such as low customer retention, high cart abandonment rates, and underutilized referral programs indicate areas for improvement.

To enhance digital marketing effectiveness, the brand should focus on optimizing email marketing strategies, refining website user experience, and leveraging data-driven insights for campaign management. Interactive social media strategies, including Instagram Reels and user-generated content, can boost engagement. Additionally, implementing AI-powered chatbots and improving referral marketing can help drive customer acquisition and satisfaction.

Overall, Selvas Kids Wear has made substantial progress in digital marketing, but there is potential for further growth by adopting innovative strategies and addressing key gaps. By continuously refining digital marketing efforts based on analytics and customer feedback, the brand can strengthen its market position and increase sales, ensuring long-term success in the competitive kidswear industry.

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