



A Study on Digital Marketing Strategies of Glaudia Sustainable Clothings for Product Awareness

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ABSTRACT

"In the present era of marketing, companies can no longer solely rely on their traditional means of promoting products or brands, as this has fundamentally shifted through the development of the Internet (and particularly via the use of social networks such as Facebook and Twitter) since approximately 1995. Digital marketing has become an essential means for the sustainable fashion industry to educate consumers about sustainable products (through examples) and encourage consumers to make sustainable purchasing decisions. In this case, the focus is on how Glaudia Sustainable Clothings utilizes digital marketing, (which include using influencer partnerships), social media marketing, and digital campaigns in order to provide product awareness and encourage buy intentions."

This study was conducted with primary and secondary data. The use of structured questionnaires allowed researchers to gather primary data from 100 respondents. The researchers used various statistical tools to interpret the data, including percentage analysis, descriptive statistics, regression analysis, correlation analysis, ANOVA, and chi-square testing. The results indicate that both influencer-based advertising and instructional digital content have a significant positive impact on consumers' behaviour when purchasing

sustainably made fashion items. The analysis indicates that digital marketing has been an important contributor to increasing consumer confidence in purchases of sustainably made fashion products and increasing consumer awareness of those products.

Keywords: social media marketing, digital marketing, sustainable fashion, product awareness, consumer behaviour, brand awareness, and sustainable products.



INTRODUCTION

Digital Transformation has changed all major industries, and created new opportunities for businesses today by moving away from traditional ways of marketing to Digital. Digital Marketing gives businesses the ability to communicate with their customers more quickly and with a higher level of engagement. Digital Marketing is the promotion of products & services via online channels such as Social Media, website, email, and Digital Ads.

In the Textile and Apparel Industry, Digital Marketing has become one of the most important ways that consumers interact with brands. Consumers now use social media for Product Recommendations, Reviews, and Discovery. Brands utilize social media platforms such as Facebook, YouTube, and Instagram to promote products and create brand awareness.

INDUSTRY PROFILE

The rapid growth of the sustainable fashion industry has been driven by the increase in consumer awareness of sustainability and the environment. Sustainable fashion will include the eco-friendly manufacturing, natural fibers, biodegradable materials, and ethically sourced materials used to produce clothing.

India is one of the largest textile-producing nations in the world and because consumers have a greater awareness of the environment and their desire for organic clothing, the market for sustainable textiles in India is growing rapidly.

Tamil Nadu, and specifically Tiruppur, is one of the main hub cities for textiles in India, and to increase awareness of their products, sustainable textile companies in Tiruppur have begun implementing eco-friendly practices and utilizing digital marketing.

COMPANY PROFILE

Located in the town of Tiruppur in Tamil Nadu, India, Glaudia Sustainable Clothings is a company that develops and manufactures sustainable textiles and clothing. The company focuses on creating biodegradable textiles, manufacturing clothing using sustainable practices, and utilizing herbal dyeing techniques.

The high-end innerwear line of the company, VONIT, is manufactured with natural dyes and without any chemicals, with the objective of promoting a more sustainable way of living by accessing eco-friendly alternatives to apparel.

Glaudia employs various forms of digital marketing, including influencer marketing, Instagram advertising, WhatsApp marketing, and instructional content, to promote its products.

RETICAL FRAMEWORK

Digital marketing theory explains how consumer engagement and buying behaviour are influenced by digital platforms. The AIDA model (Attention, Interest, Desire, Action) illustrates the ways in which sustainable fashion businesses attract and retain customers using digital channels.

Awareness, perception and being trustworthy all effect a consumer's intention to purchase. When consumers are aware of the advantages to the environment, they are more likely to be motivated to purchase a product that is part of sustainable fashion.

The Brand Equity Theory further supports this research by explaining how digital communications create long-lasting consumer loyalty and brand trust.



REVIEW OF LITERATURE

The authors Peattie & Crane (2005) assert that green marketing encourages consumer awareness and encourages environmentally conscious consumption, or it promotes sustainable consumption.

The authors Mangold & Faulds (2009) state that social media is an important channel for promotional communication.

Consumer Trust and Green Brand Equity. The authors of the article Chen (2010) will conduct research on the impact of green brand equity on consumer trust.

The evidence presented in this paper shows that social media helps companies develop closer relationships with their customers and keep them informed, according to Kaplan & Haenlein (2010).

Digital marketing will continue to have an ongoing impact on future buyer behavior according to Dwivedi et al. (2021).

RESEARCH GAP

Previous studies mainly focused on large sustainable brands. Limited studies have focused on SMEs in sustainable fashion.

There is limited research on digital marketing strategies in regional textile brands like Glaudia.

Consumer perception of herbal dyed sustainable products has not been widely studied.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To measure the influence of digital marketing strategies on awareness of Glaudia Sustainable Clothing's products.

SECONDARY OBJECTIVES

To examine the role of social media in promoting sustainable products.

To measure customers' understanding of environmentally friendly apparel.

To measure the effectiveness of influencer marketing.

To investigate the impact of digital content on purchase behavior.

To find out how awareness relates to purchase intent.

RESEARCH METHODOLOGY

This study was designed using a descriptive research design.

The sample size for this research study was 100 respondents.

The sampling technique used in this study was convenience sampling.



Data collection method used to collect data in this study was through a structured survey.

The area of study was Tiruppur and Chennai. Statistical tools used to analyse the collected data, include: reliability analysis, percentage analysis, multiple regression, Pearson correlation, and descriptive statistics for all questions and variables.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

PARTICULARS	CATEGORY	FREQUENCY	PERCENTAGE
Age	18–25	48	48%
	26–35	32	32%
	36–45	20	20%
Gender	Male	56	56%
	Female	44	44%
Occupation	Student	40	40%
	Employee	35	35%
	Business	25	25%

Interpretation:

The demographic analysis shows that the majority of respondents belong to the 18–25 years age group (48%), followed by 26–35 years (32%) and 36–45 years (20%). This indicates that younger consumers form the major part of the study and are more actively engaged in digital platforms.

In terms of gender, male respondents constitute 56% of the sample, while female respondents account for 44%, showing a fairly balanced participation with a slight male dominance.

Regarding occupation, students represent the highest percentage (40%), followed by employees (35%) and business people (25%). This suggests that students and working professionals are the primary respondents, reflecting higher interest and exposure to digital marketing strategies for sustainable clothing products.

TABLE 2: RELIABILITY ANALYSIS

Cronbach's Alpha	No. of Items
0.758	31

Interpretation:

The reliability value indicates acceptable internal consistency for the questionnaire.

Reliability Analysis

Reliability is assessed using Cronbach's Alpha, which has an adequate level of consistency for use in academic research, with a value of .758.



Frequency Analysis

A frequency analysis shows that most respondents were between the ages of 18 and 25. The largest proportion of respondents were students; moreover, two-thirds of respondents earn less than Rs. 20,000 per month.

Descriptive Statistics

In terms of descriptive statistics, all respondents reported that through social media they raised awareness of eco-friendly products. Information provided to consumers through educational material increased their knowledge about eco-friendly apparel.

CORRELATION ANALYSIS

TABLE 3: CORRELATION ANALYSIS

Variables	Pearson Correlation	Sig. (2-tailed)
Social Media Exposure & Awareness	0.347	0.000
Influencer Marketing & Purchase Intention	0.587	0.000
User Reviews & Product Preference	0.531	0.000

Interpretation:

Out of all factors affecting buyer behavior, one's education materially affects one's buying habits most, as identified through experience and by virtue of the nature of this computer program.

Education is documented as being the single best item to predict purchase behavior based on regression studies.

In addition to having an impact on purchase behavior with regard to sustainability, perceptions and intentions of persons also play a large role.

With out educational material, exposure in and of itself was not good enough to change consumer purchasing decisions.

REGRESSION ANALYSIS

TABLE 4: REGRESSION ANALYSIS

MODEL	R	R SQUIRE	ADJUSTED R
1	0.869	0.755	0.737

COEFFICIENT TABLE

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.540	0.231	—	2.338	0.021
Exposure & Awareness	0.045	0.055	0.118	1.723	0.087



Educational Impact	0.288	0.045	0.358	3.334	0.000
Perception	0.228	0.072	0.273	3.183	0.002
Behavioural Intention	0.174	0.048	0.203	2.415	0.010

Interpretation:

Educational content has the strongest impact on purchase behaviour among all variables. Regression analysis showed that educational impact is the strongest predictor of purchase behaviour.

Perception and behavioural intention also significantly affect sustainable product purchases.

Exposure alone was not enough to influence purchase behaviour without educational content.

DIGITAL MARKETING TOOLS USED BY THE COMPANY

TABLE 7: DIGITAL PLATFORM USAGE

Platform	Usage Percentage
Instagram	45%
Facebook	25%
WhatsApp	15%
YouTube	10%
Website	5%

Interpretation:

Instagram is the most effective platform used for customer engagement and awareness creation.

DISCUSSION

The research indicates that digital marketing strategies have provided considerable value for companies selling eco-friendly products through influencer-based marketing campaigns and educational content, which ultimately lead to increased awareness and trust between consumers and manufacturers. When consumers understand the ecological benefits of their purchases, they will be more likely to buy these environmentally friendly products.

Social media platforms have evolved into viable means for sustainable businesses to interact with their customers in a direct manner. Interactive types of content—video clips, reels, testimonials from customers, and endorsements from influencers—all encourage the interest of consumers and boost brand visibility.

In addition, the research indicates that simply providing awareness is not enough to change consumer purchasing habits unless there is additional learning and information provided. Consumers want to understand the environmental impact of their purchases, as well as learn about the sustainability practices taken by manufacturers and the quality of the products prior to making any purchases.

MANAGERIAL IMPLICATIONS

Results help sustainable apparel brands optimise their digital marketing strategies. In terms of generating product exposure, businesses should focus on influencer communication, storytelling and educational content as a way to do so.



Digital marketing dollars should be spent on major platforms such as YouTube and Instagram.

In order to build brand loyalty with consumers, businesses should build customer trust through transparency and sustainable storytelling.

FINDINGS

Social media has created a vast amount of awareness regarding sustainable products.

Consumer awareness is improving due to having increased access to educational resources.

Influencer marketing has continually improved consumer purchase decisions.

User reviews provide more confidence in the purchase of sustainable products.

The younger generation spends a larger amount of time on social media than previous generations.

Older generations have a greater likelihood of making a sustainable product purchase.

Marketing via Instagram is creating increased recognition for brands.

As a result of educational communication regarding sustainability, consumers are more likely to trust the product.

RECOMMENDATIONS

The company should introduce eco-awareness campaigns regularly.

Video-based sustainability content should be increased.

The company should collaborate with eco-conscious influencers.

Consumer engagement programs should be strengthened.

Customer reviews should be highlighted prominently.

SUGGESTIONS

1. Provide additional educational resources on sustainability to customers.
2. Collaborate with influencers for more exposure to sustainable fashion.
3. Expand Facebook and Instagram advertisements of sustainable fashion.
4. Use existing customers' validation of product purchase in marketing efforts.
5. Develop more environmental campaigns.
6. Improve digital storytelling.



7. Seek opportunities for video marketing.
8. Build a larger online community of customers and prospects.

CONCLUSION

The study called "A Study on Digital marketing Strategies of Glaudia Sustainable Clothings towards Creating Product Awareness" indicates that digital marketing a vital role in creating awareness to consumers and helping them become more sustainable. Instagram, Facebook and Youtube are social media where the useful marketing to educate consumers either directly or indirectly about eco-friendly products.

The study's findings show that digital content such as influencer marketing, reels, stories, online reviews, infographics and hashtag campaigns have a significant impact on consumers. Social media boosts the visibility of products and consumers' awareness of environmental benefits and sustainable lifestyles. The strongest influencing factor of purchase behavior was found to be educational content. This means that consumers prefer informative and authentic sustainability communication.