

Impact of Marketing Challenges on Retailer Performance at Shalom Garments Private Limited, Vallioor

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Ms. M. Ubahara Yudith

*II MBA, Department of Management Studies
St. Xavier's Catholic College of Engineering (Autonomous)
Chunkankadai, Nagercoil, Kanyakumari District, Tamil Nadu, India*

Dr. D. Sahaya Beula

*Assistant Professor, Department of Management Studies
St. Xavier's Catholic College of Engineering (Autonomous)
Chunkankadai, Nagercoil, Kanyakumari District, Tamil Nadu, India*

Abstract

This study examines the impact of marketing challenges on retailer performance at Shalom Garments Private Limited, Vallioor. Primary data were collected from 105 retailers using a structured questionnaire. The study identifies key factors such as market competition, changing customer preferences, operational costs, and digital marketing challenges that influence retailer performance. The findings also show a positive relationship between customer preferences and sales performance. Suggestions include improving digital marketing practices, adopting customer-oriented strategies, and strengthening retailer support systems to enhance business performance and long-term sustainability. Statistical tools used in this study are Correlation Analysis, Friedman Test and One-Way ANOVA

Keywords: Customer Preferences, Digital Marketing, Garment Industry, Marketing Challenges, Retailer Performance.

Introduction

Marketing is very important for every business because it helps in attracting customers and improving sales. In the garment industry, retailers face many marketing challenges such as high competition, changing fashion trends, pricing issues, technology changes, and stock management problems. These challenges are affected by both internal and external factors and they directly influence how well a retailer performs in terms of sales, profit, and customer satisfaction. This study is carried out in Shalom Garments Private Limited, Vallioor to understand the impact of marketing challenges on retailer performance and to find ways to improve the overall business growth.

Literature Review

Mrs. M. Kamarunisha (2025) studied retail marketing strategies in Scotts Garments Limited, Tirupur and found that a mix of traditional

and digital marketing improves brand visibility and customer loyalty. Dyanel D Costa and Dr. V. Basil Hans (2024) identified that Indian retail stores face challenges like price competition, while customer service, product differentiation and inventory management improve performance. Saddam Nasir Chowdhury and et al. (2024) found that social media marketing strongly influences consumer behavior in the fashion retail industry through influencer marketing and personalized content. Paras Malviya and Amrita Sahu (2023) highlighted that increasing competition and changing customer preferences are major retail marketing challenges, and proper strategies help improve performance. Dr. Kausar Unnisa (2023) concluded that digital marketing is more effective than traditional methods in improving customer engagement, though retailers face challenges in adoption. Subhash Baban Nakhate and Dr. Geeta Kohade (2022) found that online shopping is a major challenge for garment retailers and suggested adopting digital technologies for improvement. Dr. Sneha G. Burgul (2022) stated that technological advancement and customer preference changes significantly affect cloth retailers, and IT adoption improves competitiveness. Dr. Ambadas Bhosale (2022) explained that pricing, promotion, product selection, and supply chain efficiency play a key role in retail marketing success. Antony Suresh Mel (2020) found that quality maintenance and timely delivery are major challenges in garment retail marketing, affecting competitiveness. Bijayakumar Panda (2020) emphasized that customer analytics and data-driven marketing improve forecasting, targeting, and overall retail performance.

Research Gap

Previous studies focused on general retail marketing issues using secondary data, with limited attention to garment-specific firms. Hence, this study examines the impact of marketing challenges on retailer performance using primary data from Shalom Garments Private Limited, Vallioor, and offers suitable suggestions.

Objectives

- To identify the major marketing challenges faced by retailers in the digital era.
- To analyse the effect of changing customer preferences on retailer sales performance.

Research Methodology

This study adopts a descriptive research design to analyze impact of marketing challenges on retailer performance at shalom garments private limited. Both primary and secondary data were used. Primary data was collected through a structured questionnaire from 105 retailers, while secondary data was obtained from books, journals, and company records. The study used stratified random sampling for selecting respondents. Statistical tools such as One-way ANOVA, Friedman test and correlation analysis were applied to analyze the data. The research was conducted over a period of three months, and the findings are based on the collected responses.

Difference Among Age and Marketing Challenges Faced by Retailers

Null Hypothesis (H₀): There is no significant difference among different age groups of retailers in their perception of marketing challenges.

Table 1 One-Way ANOVA Analysis of Marketing Challenges among Retailers based on Age

Sl. No	Statement	Below 25 years	26-35 years	36-45 years	Above 45 years	F value	P value
1	Technology Adoption	2.81 (0.750)	3.65 (1.070)	3.34 (0.878)	2.35 (1.115)	7.884	0.000**
2	Rising Operational Cost	3.38 (1.258)	3.59 (1.209)	3.39 (1.104)	2.71 (1.448)	2.026	0.115
3	Legal and Regulatory	2.75 (1.065)	3.47 (1.261)	3.42 (1.130)	2.71 (1.359)	2.693	0.050*
4	Intensity of Competition	3.50 (1.095)	4.09 (1.083)	3.71 (1.160)	4.00 (1.173)	1.312	0.275
5	Infrastructural Factors	3.31 (0.946)	3.68 (1.121)	2.87 (1.298)	3.00 (1.275)	2.995	0.034*
6	Digital Marketing	3.44 (0.964)	3.62 (1.280)	3.42 (1.266)	3.47 (1.281)	0.172	0.915
7	Economical Factors	3.69 (1.078)	3.68 (1.224)	3.45 (1.201)	3.24 (1.033)	0.701	0.554

Source: Primary Data

Note: Values within brackets indicate Standard Deviation.

denotes significant at 5% level.

** denotes significant at 1% level.

Since the p values for technology adoption, legal compliance, and infrastructure support are less than 0.05, significant differences were found among retailers based on age for these factors. However, the p values for operational cost, competition, digital marketing and economic conditions are greater than 0.05, indicating no significant difference among the age groups for these factors. Therefore, the null hypothesis is rejected for technology adoption, legal compliance and infrastructure support, while it is accepted for the remaining factors. The table shows that retailers aged 26–35 years gave higher mean scores for most of the factors, which means they experience marketing challenges more strongly than other age groups. Overall, the results indicate that age has some influence on the way retailers perceive marketing challenges.

Difference Among Area of Business and Marketing Challenges Faced By Retailers

Null Hypothesis (H₀): There is no significant difference among retailers from different area of business in their perception of marketing challenges.

Table 2 One-Way ANOVA Analysis of Marketing Challenges among Retailers based on Area of Business

Sl. No	Statement	Rural Mean	Semi-Urban Mean	Semi-Urban Mean	F value	F value
1	Technology Adoption	3.10 (1.221)	3.25 (0.943)	3.20 (1.114)	0.149	0.862
2	Rising Operational Cost	3.19 (1.167)	3.36 (1.296)	3.40 (1.236)	0.204	0.815
3	Legal and Regulatory	3.00 (1.414)	3.27 (1.107)	3.28 (1.281)	0.410	0.665
4	Intensity of Competition	3.95 (1.203)	3.73 (1.188)	3.93 (1.047)	0.426	0.654
5	Infrastructural Factors	3.29 (1.271)	3.00 (1.239)	3.43 (1.174)	1.308	0.275
6	Digital Marketing	3.71 (0.956)	3.59 (1.085)	3.28 (1.450)	1.132	0.326
7	Economical Factors	3.67 (1.017)	3.66 (1.160)	3.30 (1.224)	1.206	0.304

Source: Primary Data

Note: Values within brackets indicate Standard Deviation.

Since the p values are greater than 0.05, there is no significant difference in marketing challenges among retailers based on their area of business such as rural, semi-urban and urban areas. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected. The results show that urban retailers recorded slightly higher mean scores for factors like operational cost, legal compliance and infrastructure support, while rural retailers reported higher mean scores for competition, digital marketing and economic conditions. Overall, the findings indicate that retailers across different business areas face almost similar types of marketing challenges.

Major Marketing Challenges Faced by Retailers

Null Hypothesis (H₀): There is no significant difference among the mean rank of factors of marketing challenges.

Table 3 Friedman Test for Significant Difference among Marketing Challenge Factors

Marketing Challenge Factors	Mean Rank	Chi-Square Value	P value
Technology Adoption	3.64	33.150	0.000**
Rising Operational Cost	3.90		
Legal and Regulatory	3.66		
Intensity of Competition	4.79		
Infrastructural Factors	3.60		
Digital Marketing	4.20		
Economical Factors	4.22		

Source: Primary Data

Note: ** Denotes significant at 1% level.

Since the p value is less than 0.05 (p = 0.000), there is a significant difference among the mean ranks of marketing challenge factors. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. Among the various marketing challenge factors, intensity of competition recorded the highest mean rank (4.79), indicating that it is the most important challenge faced by retailers. This was followed by economical factors (4.22) and digital marketing (4.20). Infrastructural factors recorded the lowest mean rank (3.60), showing that it is considered comparatively less challenging by the retailers. Overall, the findings reveal that all marketing challenge factors are not equally important and their impact differs among retailers.



Chart 1 Mean Rank of Marketing Challenge Factors – Friedman Test Analysis

Analyse the Effect of Changing Customer Preferences

Table 4 Correlation Analysis between Changing Customer Preferences and Retailer Sales Performance

Variables	Changing Customer Preferences	Retailer Sales Performance
Changing Customer Preferences	1.000	0.508**
Retailer Sales Performance	-	1.000

Source: Primary Data

Note: ** denotes significant at 1% level

Since the p value is less than 0.01 ($p = 0.000$), there is a significant relationship between changing customer preferences and retailer sales performance. The correlation value ($r = 0.508$) shows a moderate positive relationship between the two variables. This means that when retailers understand and respond to changing customer needs and preferences, their sales performance improves. Overall, the findings show that customer preferences have an important influence on retailer performance.

Findings of the Study

- The One-Way ANOVA analysis based on age showed significant differences in technology adoption, legal compliance, and infrastructure support among retailers of different age groups. Retailers aged 26–35 years gave higher mean scores for most factors, showing that they face marketing challenges more strongly than other age groups.
- The One-Way ANOVA analysis based on area of business showed no significant difference among rural, semi-urban, and urban retailers. This indicates that retailers in all areas face almost similar marketing challenges.
- The Friedman test showed a significant difference among the marketing challenge factors. Competition was identified as the most important marketing challenge faced by retailers. Economic factors and digital marketing were also important challenges affecting retailer performance.
- The correlation analysis showed a moderate positive relationship between changing customer preferences and retailer sales performance. This means that retailers who understand and adapt to customer preferences can improve their sales performance.

Suggestions of the Study

- Retailers should make better use of technology in their business to improve marketing activities and reach more customers. Young retailers should be given proper training and guidance to help them handle competition and business challenges effectively.
- Regular awareness programs should be conducted to help retailers understand legal and business regulations clearly. Businesses should improve infrastructure and operational support to help retailers perform better.
- Retailers should follow better marketing strategies such as good pricing, quality products, and better customer service to face competition. More importance should be given to digital marketing methods like social media promotion and online advertising.
- Retailers should understand changing customer needs and update their products and services accordingly. Equal support should be provided to retailers in rural, semi-urban, and urban areas because all retailers face similar marketing challenges.

Conclusion

The study concludes that marketing challenges significantly influence retailer performance at Shalom Garments Private Limited, Vallioor. Retailers face major issues such as competition and

changing customer preferences, with younger retailers experiencing higher challenges. The findings also show that adapting to customer needs improves sales performance, while marketing challenges strongly affect overall business results. Therefore, effective management of these challenges, along with proper guidance, training, and digital marketing support, is essential for improving retailer performance and ensuring business growth and sustainability.

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