

Digital Marketing Strategies of Glaudia Sustainable Clothing for Brand Awareness

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ABSTRACT

The study is aimed at evaluating the digital marketing techniques used by Glaudia Sustainable Clothing for enhancing brand awareness in the sustainable fashion industry. This includes evaluating how techniques like social media marketing, influencer marketing, online advertising, and content marketing affect the purchasing behavior of consumers and their engagement towards the eco-friendly fashion products. Digital marketing plays an essential role for sustainable fashion brands in educating their customers about sustainable lifestyle practices. College Report Journal Article

This research followed a descriptive research methodology and primary data were gathered using questionnaires. Techniques like percentage, correlation, and regression analyses were employed to analyze the data. From the analysis, it was found that digital marketing has a positive effect on the awareness, purchase intention, and willingness of customers towards sustainable clothing products. Digital marketing techniques and social media activities have proven to be beneficial for building customer trust and visibility.

Keywords: Digital Marketing, Sustainable Fashion, Brand Awareness, Eco-Friendly Clothing, Social Media Marketing.

1. INTRODUCTION

Innovation in the form of digital marketing has completely revolutionized the communication between organizations and their clientele. Conventional forms of advertisement like newspapers, TV channels, etc., are progressively shifting towards digital mediums because of the increasing number of people going online using their smartphones. Consumers today depend on online social networks and review sites before deciding on a purchase.

Fashion is one of the industries which has undergone tremendous changes in the digital world in recent years. Fashion brands have been leveraging social media marketing techniques, collaboration with influential figures and online

These are all ways for companies to attract customers and gain a place in the market. Digital marketing helps businesses communicate with their audience, gain insight into consumer tastes, and forge strong customer relations.

On the other hand, there is greater concern about the environment because of global warming, pollution, and inefficient manufacturing processes. Consumers have developed a consciousness about green products, ethically-sourced products, and biodegradable products. The environmental awareness has prompted many firms to adopt sustainable manufacturing processes and environmentally friendly business operations.

Glaudia Sustainable Clothing is a sustainable clothing and textile firm situated in Tiruppur, Tamil Nadu. The firm is specialized in natural/ herbal dyeing, biodegradable products, and sustainable production processes. Through digital marketing tactics, Glaudia aims at creating awareness about sustainability in the fashion industry and informing the customers about environmentally friendly lifestyles.

2. INDUSTRY PROFILE

The global sustainable fashion industry has emerged as one of the fastest-growing sectors in recent years. Traditional textile manufacturing has often been associated with environmental pollution, excessive water usage, chemical processing, and carbon emissions. These issues have encouraged governments, organizations, and consumers to demand sustainable alternatives in textile production.

Sustainable fashion focuses on ethical sourcing, eco-friendly production, organic fibers, and biodegradable materials. Brands are increasingly using natural dyes, recycled fabrics, and renewable resources to reduce environmental impact. Consumers in many countries are willing to support brands that demonstrate environmental responsibility and transparency.

India plays an important role in the global textile industry and is also witnessing rapid growth in sustainable fashion. Regions such as Tiruppur, Coimbatore, Erode, and Madurai have become important centers for eco-friendly textile production and natural dyeing techniques. Tamil Nadu has developed a strong sustainable textile ecosystem supported by government initiatives and startup programs.

Digital marketing has become a key factor in the growth of sustainable fashion brands. Online platforms allow companies to educate customers about sustainability practices, showcase eco-friendly products, and build brand loyalty. Through social media campaigns and online engagement, sustainable fashion brands can reach national and international consumers effectively.

3. COMPANY PROFILE

Glaudia Sustainable Clothing is an Indian sustainable apparel company based in Tiruppur, Tamil Nadu. The company focuses on producing environmentally friendly garments using herbal dyeing methods and natural materials. The organization aims to create biodegradable, skin-safe, and chemical-free textile products.

One of the unique features of the company is its use of Ayurvedic and natural dyeing techniques. Herbal ingredients such as turmeric, tulasi, myrobalam, and pomegranate extracts are used to create natural shades without synthetic chemicals. This process ensures that the garments are eco-friendly and safe for consumers.

The company also promotes a premium apparel line known as VONIT, which focuses on naturally dyed innerwear and sustainable fashion products. The brand combines traditional textile knowledge with modern sustainable technology to produce high-quality eco-friendly garments.

Glaudia Sustainable Clothing actively uses digital marketing tools such as Instagram, Facebook, YouTube, and online campaigns to improve customer awareness and promote sustainability values. Through digital storytelling and visual branding, the company communicates its mission of environmental responsibility and ethical fashion.

4. OBJECTIVES OF THE STUDY

Primary Objective:

- To study the digital marketing strategies adopted by Glaudia Sustainable Clothing for brand awareness.

Secondary Objectives:

- To analyze the role of social media marketing in promoting sustainable clothing products.
- To evaluate customer awareness regarding eco-friendly fashion.

- To examine the effectiveness of online promotional campaigns.
- To study the impact of influencer marketing on customer perception.
- To understand the relationship between digital marketing and customer engagement.
- To identify factors influencing sustainable purchase behavior.

5. REVIEW OF LITERATURE

Recent studies emphasize that digital marketing has become a major driver of sustainable consumer behavior, brand awareness, and eco-friendly purchasing decisions in the fashion and textile industry.

Dwivedi et al. (2025) stated that artificial intelligence, personalized digital campaigns, and data-driven sustainability marketing significantly improve customer engagement and strengthen sustainable brand positioning in global markets.

Khan and Sharma (2024) explained that influencer marketing and short-form video content on social media platforms strongly influence eco-conscious consumer purchasing behavior and sustainable fashion awareness.

Patel and Verma (2023) highlighted that digital storytelling, content marketing, and ethical branding improve customer trust and encourage sustainable consumption patterns among younger consumers.

Gupta and Singh (2022) found that green advertising through social media platforms positively impacts consumer perception, brand loyalty, and online purchase intention toward sustainable products.

Dwivedi et al. (2021) concluded that digital marketing and influencer campaigns continue to play a crucial role in sustainable fashion branding and customer engagement.

Kumar and Rahman (2016) showed that sustainability marketing strategies positively affect consumer loyalty, customer satisfaction, and brand image in environmentally responsible businesses.

Chen (2013) discussed the importance of green brand equity and emphasized that transparent sustainability communication improves customer trust and strengthens eco-friendly brand value.

Ottman (2011) explained that storytelling and visual branding are effective green marketing strategies that influence environmentally conscious consumers and support sustainable purchasing behavior.

Kaplan and Haenlein (2010) highlighted that interactive digital platforms strengthen customer relationships, increase customer engagement, and support effective online communication.

Mangold and Faulds (2009) explained that social media has become an important communication platform for businesses and consumers, helping organizations improve communication effectiveness and brand interaction.

Overall, the literature confirms that digital marketing strategies significantly improve sustainable brand awareness, customer engagement, and environmentally responsible purchasing behavior.

6. RESEARCH METHODOLOGY

The study adopted a descriptive research design to understand the relationship between digital marketing strategies and brand awareness. Both qualitative and quantitative approaches were used to collect and analyze data.

Primary data were collected using a structured questionnaire distributed among respondents familiar with sustainable fashion products and digital platforms. Secondary data were collected from journals, websites, company reports, and previous research studies related to digital marketing and sustainable fashion.

Convenience sampling was used for selecting respondents. The sample mainly consisted of students, employees, and consumers actively using digital platforms.

The study considered independent variables such as social media marketing, content marketing, influencer marketing, and online advertisements. Dependent variables included customer awareness, consumer perception, customer engagement, and purchase intention.

Statistical tools such as percentage analysis, correlation analysis, regression analysis, and graphical representation methods were applied to interpret the data collected.

7. DATA ANALYSIS AND INTERPRETATION

The demographic analysis revealed that the majority of respondents belong to the age group of 18–35 years, indicating that young consumers are more interested in sustainable fashion and digital platforms.

Reliability analysis showed a Cronbach's Alpha value of 0.790, indicating acceptable reliability and internal consistency of the questionnaire.

Correlation analysis revealed a moderate positive relationship between digital marketing and willingness to pay more for eco-friendly products. The significance value was below 0.05, confirming a statistically significant relationship.

Regression analysis showed that digital marketing positively influences customer purchase behavior and sustainable brand awareness. Social media campaigns, online promotions, and influencer marketing were found to significantly improve customer engagement and consumer trust.

8. FINDINGS

- Majority of respondents belong to the young consumer category.
- Consumers actively use digital platforms for sustainable product awareness.
- Social media marketing strongly influences eco-friendly purchase decisions.
- Influencer marketing positively affects customer trust and engagement.
- Customers prefer brands that provide transparent sustainability information.
- Digital marketing significantly improves sustainable brand awareness.
- Online campaigns encourage environmentally responsible purchasing behavior.
- Consumers are willing to pay more for sustainable products when brands effectively communicate environmental values.

9. SUGGESTIONS

- Sustainable brands should increase their social media engagement activities.
- Companies should focus on educational campaigns promoting eco-friendly lifestyles.
- Influencer marketing should be used strategically to improve customer trust.
- Businesses should provide transparent information regarding sustainability practices.
- Interactive content such as videos, reels, and storytelling should be used to improve engagement.
- Sustainable brands should strengthen website presence and online accessibility.
- Companies should conduct regular digital campaigns to maintain customer interest.

10. CONCLUSION

The study concludes that digital marketing strategies play an important role in promoting sustainable fashion brands and improving customer awareness. Glaudia Sustainable Clothing effectively uses digital platforms to communicate sustainability values, eco-friendly practices, and ethical production methods.

Social media campaigns, influencer collaborations, online promotions, and sustainability-focused content positively influence customer attitudes toward eco-friendly products. Consumers increasingly prefer brands that provide transparent environmental information and promote responsible manufacturing practices.

The research confirms that digital marketing strengthens brand visibility, customer engagement, and sustainable purchase intention. Therefore, sustainable clothing brands can achieve long-term growth and customer loyalty by integrating sustainability with effective digital communication strategies.

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