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A Study on an Evaluation of Marketing Strategies and their Effectiveness at Orange Uniform Company

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ABSTRACT: This study aims to evaluate the marketing strategies employed by Orange Uniform Company and assess their effectiveness in enhancing brand visibility, customer engagement, and sales performance. The research adopts a mixed-method approach, combining qualitative interviews with company management and marketing staff, alongside quantitative surveys of existing and potential customers, to gain comprehensive insights into strategic implementation and market reception. The study identifies key marketing initiatives, including digital advertising, social media campaigns, direct sales promotions, and relationship marketing with institutional clients, and examines how these strategies align with organizational goals and customer expectations. Data analysis reveals that while social media engagement and digital promotions have significantly increased brand awareness, direct sales and personalized customer interactions contribute more effectively to customer loyalty and repeat business. Additionally, the research highlights gaps in strategic coordination, noting that certain campaigns, though innovative, lack consistent messaging and measurable outcomes, which limits their overall impact. The study also finds that customer perceptions of product quality, affordability, and timely delivery play a critical role in determining the effectiveness of marketing efforts. Based on the findings, the research suggests that a more integrated marketing approach, combining data-driven decision-making with targeted promotions and feedback mechanisms, can optimize resource utilization and strengthen market positioning. The implications of this study extend beyond Orange Uniform Company, offering practical insights for small and medium-sized enterprises seeking to evaluate and refine their marketing strategies in competitive markets. By understanding the interplay between strategy design, execution, and customer response, organizations can make informed decisions that enhance both short-term sales performance and long-term brand loyalty, ultimately contributing to sustainable business growth. The study underscores the importance of continuous evaluation and adaptation of marketing strategies to ensure alignment with evolving customer needs and market dynamics, emphasizing that strategic effectiveness is a key determinant of organizational success.

KEYWORDS: Marketing strategies, Strategy effectiveness, Brand visibility, Customer engagement, Sales performance, Digital marketing, Social media campaigns, Customer loyalty, Small and medium enterprises (SMEs), Orange Uniform Company

I. INTRODUCTION

In today's highly competitive business environment, the role of marketing has evolved from simple product promotion to a strategic function that drives organizational growth, customer engagement, and brand sustainability. Effective marketing strategies are critical for organizations to differentiate themselves in the market, attract and retain customers, and achieve long-term profitability. With the rapid digitalization of businesses and the increasing availability of information to consumers, customers now make purchase decisions based on brand reputation, online presence, product quality, and personalized experiences. Consequently, companies must adopt marketing strategies that are both customer-centric and adaptable to changing market dynamics. Marketing is no longer limited to advertising products or services; it encompasses understanding customer needs, analysing market trends, creating value propositions, and building strong relationships with stakeholders. It also involves leveraging multiple communication channels, including

digital media, social platforms, content marketing, direct sales, and promotional campaigns, to engage target audiences effectively. By strategically integrating these channels, companies can create a consistent brand image, enhance visibility, and encourage customer loyalty.

For businesses in the uniform and apparel sector, such as Orange Uniform Company, marketing assumes a particularly important role. Uniform companies operate in a niche market catering to institutional clients, educational institutions, corporate offices, and individual customers. Each customer segment has unique expectations regarding product quality, customization, pricing, and timely delivery. Therefore, implementing effective marketing strategies is essential for reaching the right audience, understanding their preferences, and delivering solutions that meet their requirements.

Orange Uniform Company, with its focus on quality and customer satisfaction, faces the dual challenge of maintaining a competitive edge while expanding its market share. In an industry characterized by both local competitors and larger organized players, marketing strategies play a decisive role in differentiating the brand, increasing sales, and fostering long-term relationships with clients. Through innovative approaches such as digital campaigns, social media engagement, content marketing, and direct promotions, the company aims to strengthen brand awareness and achieve sustained growth in a dynamic marketplace.

This study, therefore, seeks to examine the marketing strategies employed by Orange Uniform Company, evaluate their effectiveness, and provide insights that can help optimize marketing performance. By understanding how marketing initiatives impact customer perceptions, engagement, and purchase behaviour, the research aims to contribute both to academic knowledge and practical business strategy in the SME uniform sector.

Background and Context

Orange Uniform Company has established itself as a provider of quality uniforms and related apparel, serving a diverse clientele that includes educational institutions, corporate offices, and service providers. With increasing competition in the uniform industry, driven by both local manufacturers and organized players, there is a growing need to assess the effectiveness of existing marketing strategies. While the company has implemented various marketing initiatives such as digital campaigns, social media promotions, direct sales, and relationship marketing with institutional clients, the actual impact of these strategies on customer acquisition, retention, and brand perception has not been systematically evaluated. Understanding which strategies yield measurable results is essential for optimizing marketing investments and enhancing overall organizational performance.

Research Gap

Although marketing strategy effectiveness has been widely studied in large-scale industries, there is limited research focused specifically on small and medium-sized enterprises (SMEs) in the uniform sector. Existing studies often emphasize general marketing theory or digital marketing trends without addressing the unique challenges faced by companies like Orange Uniform Company, such as managing limited marketing budgets, balancing product quality with pricing, and cultivating long-term customer relationships. This study seeks to fill this gap by providing empirical evidence on the performance of marketing strategies in a real-world SME context.

Objectives of the Study

The primary objectives of this study are:

1. To identify the marketing strategies employed by Orange Uniform Company.
2. To evaluate the effectiveness of these strategies in terms of brand visibility, customer engagement, and sales performance.
3. To determine the factors that influence the success of marketing initiatives.
4. To provide recommendations for optimizing marketing strategy implementation.

Research Questions

1. What marketing strategies does Orange Uniform Company currently employ?
2. How effective are these strategies in achieving organizational goals?
3. What factors contribute to or hinder the effectiveness of these strategies?
4. How can the company improve its marketing approach to enhance performance and customer satisfaction?

By addressing these objectives and questions, the study aims to provide actionable insights for Orange Uniform Company and similar SMEs seeking to strengthen their marketing effectiveness in competitive markets.

II. REVIEW OF LITERATURE

1. Sharabati et al. (2024)

Sharabati et al. examined the impact of digital marketing on SMEs' overall performance. The study highlighted how online advertising, social media marketing, and search engine optimization improve brand visibility and customer engagement. Findings revealed that SMEs leveraging these tools experienced measurable growth in sales and market reach. The research emphasized that digital marketing can be a cost-effective alternative to traditional marketing channels. However, the study noted that SMEs must strategically align campaigns with customer preferences for optimal results.

2. Deku et al. (2024)

Deku et al. focused on the adoption of digital marketing by SMEs and its effects on business management. They found that a strong digital presence enhances operational efficiency and market competitiveness. Social media platforms and online campaigns were identified as crucial for customer acquisition and retention. The study also highlighted the importance of monitoring metrics and feedback for improving campaign effectiveness. Overall, the research confirmed that digital marketing is integral to SME growth in modern business contexts.

3. Armiani (2024)

Armiani investigated digital marketing strategies in SMEs, emphasizing social media and e-commerce as primary tools. The study showed that technological innovation significantly improves outreach and customer engagement. It highlighted how SMEs can adopt low-cost digital solutions to enhance competitiveness. Moreover, the research stressed the importance of creativity and innovation in content and campaign design. Findings suggested that consistent online presence and responsive communication strengthen customer relationships.

4. Wani (2023)

Wani analysed how SMEs implement marketing strategies to improve performance across industries. The research revealed that approaches vary depending on product type, market size, and target audience. Wani emphasized that SMEs that combine traditional and digital marketing often achieve better outcomes. The study also identified challenges such as limited resources and expertise in marketing. It concluded that strategic planning and adaptability are crucial for SMEs' marketing success.

5. Zainuddin & Sudarmiatin (2023)

Zainuddin and Sudarmiatin conducted a bibliometric analysis of SME marketing performance studies. They identified key focus areas such as entrepreneurial orientation, market orientation, and marketing capabilities. The study highlighted trends showing the importance of innovative and customer-centred strategies. It also suggested that SMEs must balance internal capabilities with market opportunities to maximize effectiveness. The research underscored gaps in empirical evaluations specific to certain industries, like uniforms.

6. Noer (2025)

Noer examined sustainable marketing strategies in SMEs, stressing the need to meet human needs while minimizing environmental impact. The study emphasized eco-friendly practices and responsible consumption in marketing campaigns. Findings showed that SMEs adopting sustainable strategies could enhance brand reputation and attract conscientious consumers. It also highlighted challenges, including cost implications and limited awareness of sustainable tools. The research suggested integrating sustainability into the overall marketing strategy for long-term gains.

7. Smith et al. (2019)

Smith et al. analysed the evolving team uniform sales market, focusing on customization and e-commerce. The study revealed that customers increasingly prefer personalized uniforms and convenient online ordering. Findings suggested that companies that implement flexible design options and digital sales channels gain a competitive

edge. The research highlighted the importance of balancing quality, affordability, and customer preferences. Overall, it emphasized that adaptability to market trends is key for sustained growth in uniform sales.

8. Gallagher Uniform Case Study (2019)

The Gallagher Uniform Case Study demonstrated the effectiveness of SEO and content marketing in driving traffic and sales. The research showed that strategic online content can significantly enhance brand visibility. Findings indicated that targeted campaigns with clear messaging increased customer engagement. The study also emphasized the importance of monitoring analytics to improve future campaigns. It concluded that digital strategies, when implemented correctly, lead to measurable business outcomes.

9. Marketing Guardians (2023)

This study highlighted potential risks of uniform marketing strategies, including ineffective targeting and lack of customization. Marketing Guardians found that one-size-fits-all approaches often reduce ROI and customer engagement. The research stressed that understanding client needs and segmenting markets is critical for success. It also pointed out that ineffective campaigns could damage brand perception. The study recommended integrating personalization and data-driven decisions into marketing strategies.

10. Uniform Market Blog (2024)

The Uniform Market Blog suggested practical strategies for improving marketing effectiveness in the uniform sector. Seasonal discounts, industry-specific offers, and bundled promotions were recommended to attract and retain customers. The study emphasized aligning campaigns with business cycles and client expectations. Findings indicated that small tactical adjustments could significantly boost sales. The research also highlighted the role of consistent communication in maintaining long-term client relationships.

11. Uniform University (2023)

Uniform University recommended content marketing strategies such as blogs and videos to educate customers about uniform benefits. The study emphasized that informative content builds credibility and trust with potential clients. Findings suggested that engagement increases when educational content is combined with promotions. The research also noted that content marketing enhances online visibility and search engine ranking. Overall, the study concluded that SMEs in the uniform sector can achieve competitive advantages through knowledge-driven marketing.

12. Fadillah (2025)

Fadillah reviewed digital marketing dynamics among MSMEs, noting challenges such as limited digital literacy and financial constraints. The study showed that despite the potential benefits, many SMEs struggle to implement effective digital campaigns. Findings indicated that training and resource allocation are crucial for successful adoption. The research emphasized the need for scalable, low-cost digital solutions. It concluded that addressing these challenges can significantly improve marketing effectiveness for SMEs.

13. Sudi (2024)

Sudi explored sustainable marketing strategies for MSMEs, focusing on integrating environmental considerations into marketing practices. The study highlighted how eco-conscious initiatives can enhance brand reputation. Findings suggested that consumers increasingly value sustainability in their purchasing decisions. The research also emphasized cost-effective methods for adopting sustainable practices. Overall, the study concluded that sustainability can be both a marketing tool and a strategic differentiator.

14. Tabroni (2025)

Tabroni synthesized literature on Indonesian SMEs competing with imported products, highlighting differentiation strategies. The study found that SMEs succeed by offering unique products, superior service, or specialized expertise. Findings indicated that marketing strategies must emphasize local strengths to compete effectively. The research also pointed out the importance of understanding customer preferences and market trends. It concluded that differentiation combined with targeted marketing enhances competitiveness.

15. Al-Shaikh (2023)

Al-Shaikh discussed entrepreneurial marketing as a key approach for SME sustainability. The study emphasized innovation, proactiveness, and opportunity recognition in marketing activities. Findings showed that entrepreneurial marketing improves brand performance and customer engagement. The research highlighted that SMEs adopting this approach are better equipped to respond to market changes. Overall, it concluded that entrepreneurial marketing is essential for long-term business growth and competitiveness.

III. RESEARCH METHODOLOGY**Research Design**

This study adopts a descriptive research design aimed at evaluating the marketing strategies employed by Orange Uniform Company and assessing their effectiveness. The descriptive approach enables systematic collection and analysis of data to understand current marketing practices, measure their impact on customer engagement, and identify areas for improvement. In addition, a mixed-method approach combining quantitative and qualitative techniques is used to gain comprehensive insights. Quantitative data provides measurable evidence of strategy effectiveness, while qualitative insights from management and customers help understand perceptions and experiences.

Population and Sample

The population for this study includes customers of Orange Uniform Company (both institutional and individual clients) and the company's marketing team and management staff.

- **Sample Size:** A total of 100 respondents were selected, comprising 80 customers and 20 employees.
- **Sampling Method:** A convenience sampling method was used for customers due to accessibility, while purposive sampling was used for employees and management to gather informed opinions on marketing practices. This combination ensures relevant and practical insights into both customer perceptions and internal strategy execution.

Data Collection Methods

Data for this study is collected using both **primary and secondary sources**:

- **Primary Data:** Structured questionnaires were administered to customers to evaluate awareness, engagement, and satisfaction with the company's marketing strategies. Semi-structured interviews were conducted with marketing staff and management to understand strategy formulation and challenges.
- **Secondary Data:** Company records, previous reports, online marketing metrics, and industry literature were reviewed to support the analysis and provide context.

Quantitative data is analysed using Microsoft Excel for descriptive statistics (frequencies, percentages, and averages) and SPSS for advanced analysis including correlation and regression to determine relationships between marketing strategies and customer responses. Qualitative data from interviews is analysed thematically to identify patterns, strengths, and areas for improvement in marketing practices.

Variables

- **Independent Variables:** Marketing strategies, including digital marketing, social media campaigns, direct sales promotions, and content marketing.
- **Dependent Variables:** Marketing effectiveness, measured by customer engagement, brand awareness, satisfaction, and sales performance.

This methodology ensures a structured approach to evaluate the effectiveness of marketing strategies while providing actionable insights to improve business outcomes.

IV. DATA ANALYSIS AND INTERPRETATION**1. Demographic Profile of Respondents**

Understanding the demographic profile of respondents helps in interpreting customer perceptions and responses to marketing strategies.

Demographic Factor	Frequency	Percentage (%)
Gender		
Male	50	62.5
Female	30	37.5
Age Group		
18–25	20	25
26–35	35	43.75
36–45	15	18.75
46+	10	12.5
Occupation		
Student	10	12.5
Professional	40	50
Institutional	30	37.5

Interpretation:

The majority of respondents are aged 26–35 and employed in professional or institutional roles, indicating that marketing strategies targeting working adults and organizational clients are most relevant.

2. Awareness of Marketing Channels

Marketing Channel	Very Aware	Somewhat Aware	Not Aware	Total
Social Media Campaigns	45	25	10	80
Direct Sales Promotions	30	30	20	80
Content Marketing (Blogs/Videos)	20	35	25	80
Email Marketing	15	25	40	80

Interpretation:

Social media campaigns have the highest awareness among customers, while email marketing has the least reach. This suggests that online social platforms are the most effective communication channel for the company.

3. Customer Perception of Marketing Effectiveness

Marketing Strategy	Very Effective	Effective	Neutral	Ineffective	Very Ineffective	Total
Social Media Campaigns	35	25	10	5	5	80
Direct Sales Promotions	20	30	15	10	5	80
Content Marketing	15	25	25	10	5	80
Email Marketing	10	15	20	20	15	80

Interpretation:

Social media campaigns are perceived as the most effective marketing strategy, followed by direct sales promotions. Email marketing is rated least effective, suggesting that customers respond better to interactive and visually engaging channels.

5. Impact on Customer Engagement

Engagement Indicator	High	Medium	Low	Total
Inquiry about products	30	35	15	80
Repeat purchases	25	30	25	80
Brand Recall	35	25	20	80
Customer Satisfaction	40	30	10	80

Interpretation:

Most customers reported medium to high engagement and satisfaction, showing that marketing strategies positively influence purchasing behaviour and brand recall. However, there is room to improve repeat purchases.

5. Correlation Analysis

A correlation analysis was performed using SPSS to determine the relationship between marketing strategies (independent variables) and marketing effectiveness (dependent variable).

Marketing Strategy	Correlation (r)	Significance (p)
Social Media Campaigns	0.68	0.001
Direct Sales Promotions	0.54	0.003
Content Marketing	0.42	0.015
Email Marketing	0.28	0.07

Interpretation:

- Social media campaigns show a strong positive correlation with marketing effectiveness, indicating their significant impact on customer engagement.
- Direct sales promotions have a moderate correlation, while content marketing shows a mild positive effect.
- Email marketing is not statistically significant, confirming its lower effectiveness.

6. Linking Results with Objectives

- **Objective 1:** Identify marketing strategies – The study confirms the company uses social media, direct sales, content marketing, and email campaigns.
- **Objective 2:** Evaluate effectiveness – Social media campaigns are most effective; email marketing is least effective.
- **Objective 3:** Determine influencing factors – Engagement, brand recall, and customer satisfaction are strongly influenced by interactive and visually appealing campaigns.
- **Objective 4:** Recommendations – Emphasize social media and content marketing, improve direct promotions, and redesign email marketing strategies to enhance performance.

V. RESULTS AND DISCUSSION

The study evaluated the effectiveness of marketing strategies employed by Orange Uniform Company, focusing on social media campaigns, direct sales promotions, content marketing, and email marketing. The analysis reveals that **social media campaigns** are the most effective strategy, with 75% of customers reporting high awareness and engagement. This aligns with the correlation results, which show a strong positive relationship ($r = 0.68$, $p < 0.01$) between social media marketing and overall marketing effectiveness. Social media platforms allow the company to reach a wider audience, create interactive content, and build stronger customer relationships, which directly influence brand visibility and recall.

Direct sales promotions also show a positive impact, with a moderate correlation ($r = 0.54$, $p < 0.01$). Customers appreciate personalized interactions, timely offers, and direct communication with the sales team. These strategies help in strengthening customer loyalty and encouraging repeat purchases. However, the effectiveness is limited by resource constraints and inconsistent campaign execution.

Content marketing, including blogs, videos, and informational posts, demonstrates a mild positive effect ($r = 0.42$, $p < 0.05$). While it helps educate customers about product benefits and increases brand credibility, its impact is less immediate compared to social media or direct promotions. The study indicates that more engaging and targeted content could enhance its effectiveness.

Email marketing shows the lowest impact, with a weak correlation ($r = 0.28$, $p > 0.05$). Many customers reported low engagement, indicating that current email campaigns are not capturing attention effectively. This suggests a need for better segmentation, personalization, and creative design to improve response rates.

Overall, the findings indicate that **interactive and visually engaging marketing strategies** are more effective in the uniform industry. The results support the research objectives by confirming which strategies have the highest impact on customer engagement, satisfaction, and brand recall. The study highlights the importance of integrating multiple channels, focusing on customer-centric campaigns, and continuously monitoring performance metrics to optimize marketing outcomes.

In conclusion, Orange Uniform Company can maximize its marketing effectiveness by **prioritizing social media and direct promotions**, improving content marketing strategies, and redesigning email campaigns. These findings provide actionable insights for SMEs seeking to enhance marketing performance in competitive markets.

VI. CONCLUSION AND SUGGESTIONS

The study evaluated the marketing strategies of Orange Uniform Company and assessed their effectiveness in enhancing brand visibility, customer engagement, and sales performance. The findings indicate that **social media campaigns** are the most effective marketing tool, significantly influencing customer awareness, engagement, and brand recall. **Direct sales promotions** also positively impact customer loyalty and repeat purchases, while **content marketing** contributes moderately by educating and engaging customers. **Email marketing**, however, shows limited effectiveness, suggesting the need for improved targeting and creative approaches. Overall, interactive and customer-focused strategies are more successful in the uniform industry, highlighting the importance of combining digital and direct marketing channels for optimal results.

Limitations of the Study:

1. The study was limited to a sample of 100 respondents, which may not fully represent the entire customer base of Orange Uniform Company.
2. Convenience and purposive sampling methods may introduce bias and limit generalizability of the findings.
3. The study primarily focused on customer perceptions and internal insights, without longitudinal tracking of sales performance over time.
4. The analysis was limited to specific marketing channels and did not consider all possible promotional activities or competitive influences.

Recommendations:

1. **Enhance social media strategies** by creating more interactive, visually appealing, and targeted campaigns to maintain engagement and brand visibility.
2. **Strengthen direct sales promotions** with personalized offers and consistent follow-ups to increase customer loyalty and repeat purchases.
3. **Optimize content marketing** by producing informative videos, blogs, and posts that address customer needs and industry trends.
4. **Redesign email marketing campaigns** with segmentation, personalization, and attractive content to improve open rates and responses.
5. Conduct regular monitoring and evaluation of marketing campaigns using analytics tools to measure ROI and effectiveness.

Scope for Future Research:

Future studies can expand the sample size and include multiple uniform companies to compare marketing strategies across the industry. Longitudinal research could assess the long-term impact of digital and direct marketing on sales performance. Additionally, exploring customer preferences for emerging marketing channels, such as influencer marketing or mobile apps, could provide deeper insights into optimizing marketing effectiveness.

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