



THE USE OF DIGITAL MARKETING TECHNOLOGIES AND PROCESS OF DIGITALIZATION IN GARMENT AND KNITTING ENTERPRISES

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Abstract

The current article focuses on the aspects of digital marketing technologies and digitalization process. Moreover, it scrutinizes key elements of digital marketing technologies used in garment and textile enterprises and their benefit to these industries.

Key words: digital marketing, digitalization, textile, fashion

ТИКУВ-ТРИКОТАЖ КОРХОНАЛАРИДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШ АСОСЛАРИ ВА РАҚАМЛАШТИРИШ ЖАРАЁНИ

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Аннотация

Ушбу мақола рақамли маркетинг технологиялари ва рақамлаштириш жараёнининг жиҳатларига қаратилган. Бундан ташқари, унда тикув-трикотаж, тўқимачилик корхоналарида қўлланиладиган рақамли маркетинг технологияларининг асосий элементларини ва уларнинг ушбу соҳаларга фойдасига эътибор қаратилади.

Калит сўзлар: рақамли маркетинг, рақамлаштириш, текстиль, мода

ИСПОЛЬЗОВАНИЕ ЦИФРОВОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ И ПРОЦЕСС ЦИФРОВИЗАЦИИ НА ШВЕЙНО-ТРИКОТАЖНЫХ ПРЕДПРИЯТИЯХ

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В данной статье рассматриваются аспекты цифровых маркетинговых технологий и процесса цифровизации. Кроме того, в ней рассматриваются ключевые элементы цифровых маркетинговых технологий, используемых в швейной и текстильной промышленности, а также их преимущества для этих отраслей.

Ключевые слова: цифровой маркетинг, цифровизация, текстиль, мода.

Introduction

The thriving global e-commerce sector, driven by the increasing enthusiasm for online shopping and the extensive integration of omnichannel marketing, which focuses on delivering seamless customer experiences, plays a significant role in market expansion. Notably, the growth of business operations is being propelled by the widespread application of digital marketing technologies, innovations, such as artificial intelligence (AI), natural language processing (NLP), Internet of Things (IoT), virtual reality (VR), and augmented reality (AR). Thus, quite many research being conducted regarding the utilization of technologies like sensor systems, blockchain, and machine learning to enhance enterprise operations and optimize their functions especially in ever changing garment, apparel and fashion industry.

Literature review

Digital marketing comprises almost all the marketing efforts and activities that focus on the use of internet or different electronic devices. In the meantime, most of the enterprises have started to leverage variety of digital channels including search engine optimization known as SEO, SMM or social media marketing, electronic mail, electronics blogs, websites in order to be connected with existing and prospective customers. Majority of scholars regard digital marketing as electronics marketing, internet marketing or even web marketing, also digital marketing can be defined by the huge digital channels, tactics in order to connect with customers whereas customers do spend majority of their time online and from the perspective of the companies including garment, knitting and textile companies variety of digital marketing tools such as digital advertising, online based brochures, website optimization, e-mail marketing are widely used in order to be closer to customers and cover much larger portion of the digital audience. At the same time, digital marketing is enormously extended to non-internet based elements such as mobile phones, callback, on-hold mobile, multimedia messages or MMS and short messages or SMS and these elements are widely utilized by most of the companies in sending messages to customers and notifying customers regarding new, upcoming campaigns. Desai, 2019 [1].

Moreover, one of the critical elements in managing the operations of digital marketing within companies, firms is the implementation of Content Management Systems (CMS) as it provides the efficiency of the website to increase its quality and keep it updated for the customers use. Similarly, majority of successful companies do invest into the development of search optimization according to SEO requires as it is free compared to paid search. Another technique used by most of enterprises, companies for attracting more customers to the company is the use of online platforms such as Google AdWords for online advertising activities for other cases Google AdSense, campaign management through YouTube and Gmail by sending the latest news, campaign and participation rules in campaigns as these elements do usually compensate the weak side of search optimization process for achieving effects from branding ad sales and comparable case of the use of Facebook Ads platform is crucial as the platform provides advertisements in online basis which later assists in collecting of important user data in form of phone numbers, e-mails and that gives great opportunity for companies to create Lead based online ads and customize both products and services along with online ads as if more conversions are created more return on invest can be earned. Dimitrijevic et al., 2023 [2]. Successful companies that have already implemented co-creation activities through fashion retailing is

Nike brand and Starbucks, Apple have conducted the current activity via social media while these companies may benefit from positive effects of consumer then brand and then again consumer relations which can lead for the increment of competitive advantage and brand loyalty of most fashions brands Thomas et al., 2020 [3]. Digital marketing so called a game player in garment, textile, apparel, knitting industries by assisting them to navigate changing markets by using different platforms such as e-commerce, search engine optimization, social media. Namely, Instagram is quite famous among textile industries and their users or Facebook, Meta ads is used for targeting more millennials [4]. Digital marketing technologies greatly contribute to many garment, knitting, apparel industries in the increment of profits levels as these industries had already started to implement many digital marketing technologies such as good web site look, search engine optimization, e-mail and affiliate marketing and other ones into the industry [5]. Most popular brands such as ZARA and H&M do hugely invest into digital marketing technologies by using, Facebook, Instagram, Pinterest, Twitter or YouTube as they wish to target as many customers as possible to serve them better later on and gain more market share[6].

Methods

The methodology used in the current paper can be defined as secondary data, induction, deduction methods for describing different data in the article provided. Thus, digital technologies play pivotal role in the field of garment, knitting industry and specifically in home textiles field as supporting design in home textiles and its combination with art design and technology creates extra benefits for many of the enterprises, for instance, if design style focuses on manufacturing conditions and practical functionalities of home textiles then supporting design determines the structure and shape of home textiles and via shape, structure, colour, texture and other elements in application with technology can exactly match the customers' vision and expectations as most of the customers may begin value these kind of home textiles and these textiles create a real charm for the customers. Accordingly, that is necessary to implement other digital technologies in the operations of garment enterprises such as computer-aided design (CAD) developed by IBM Corp. which has created great ease for the most of garment, knitting, textile enterprises to meet demand in the marketing and effectively respond to competition and other software used in the current field may include Photoshop, Illustrator, Corel, Symmetry as these technologies widely used in design of textile, garment images, dyeing and weaving drawing process of garments, textiles and later on they can be widely promoted by means of social media network for wide audience Han & Yu, 2020 [7].

Analysis

Global market analysis of the e-commerce of global fashion demonstrates dramatic increase with \$821 billion USD in investments to fashion industry including apparel, textile which considered to be as the integral parts of fashion.

Likewise, expectations for the upcoming years can illustrated as following, in particular, for the year of 2025 e-commerce from the current field as shown in Figure 1 is anticipated to be up to 907 billion UD Dollars showing the great increase as well as in 2026 for instance 1.107 trillion USD and in 2027 reaching ultimate degree of 1.222 trillion USD which has never been observed before as that clearly indicates the importance of the development of digital marketing technologies and their huge impact to the development of fashion industry, clothes, apparel, knitting, garment enterprises welfare as the preferences

of customers tend to alter in a quite quick ways and trends of the fashion also used to change over but without recent development that can be quite complex for the most of fashion trends and apparel producers for being effective without technology in the industry.

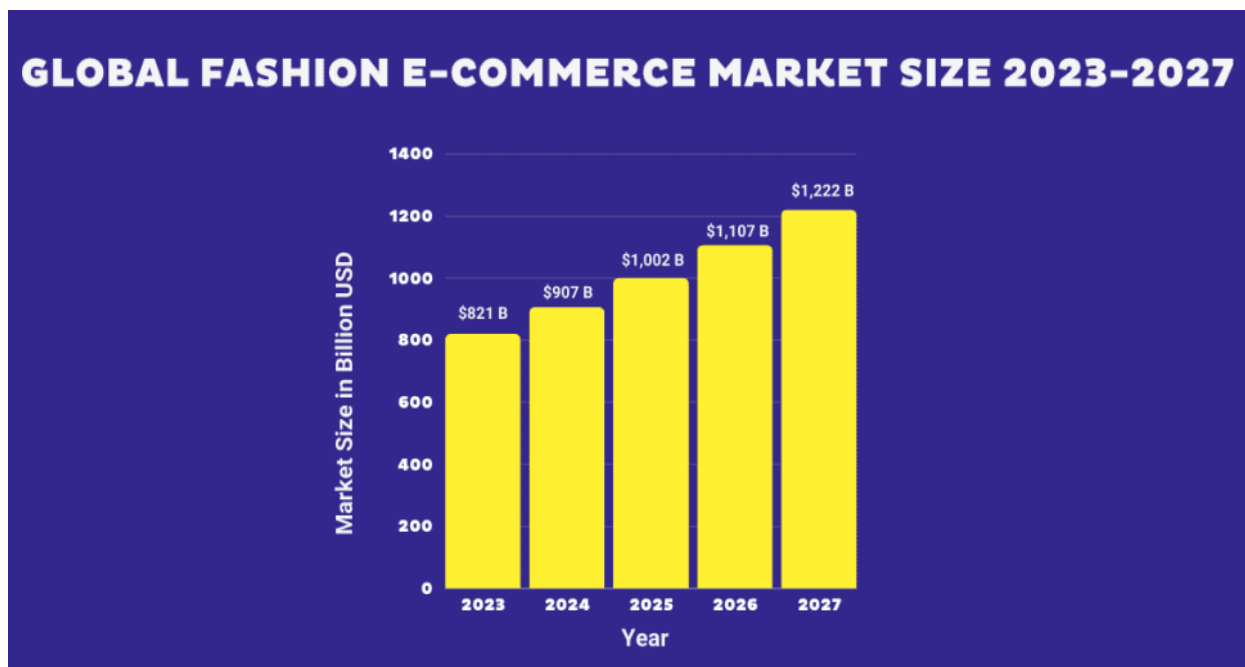


Figure 1. Source: Global Fashion Industry Growth (2023-2027), Bosze, 2025 [8].

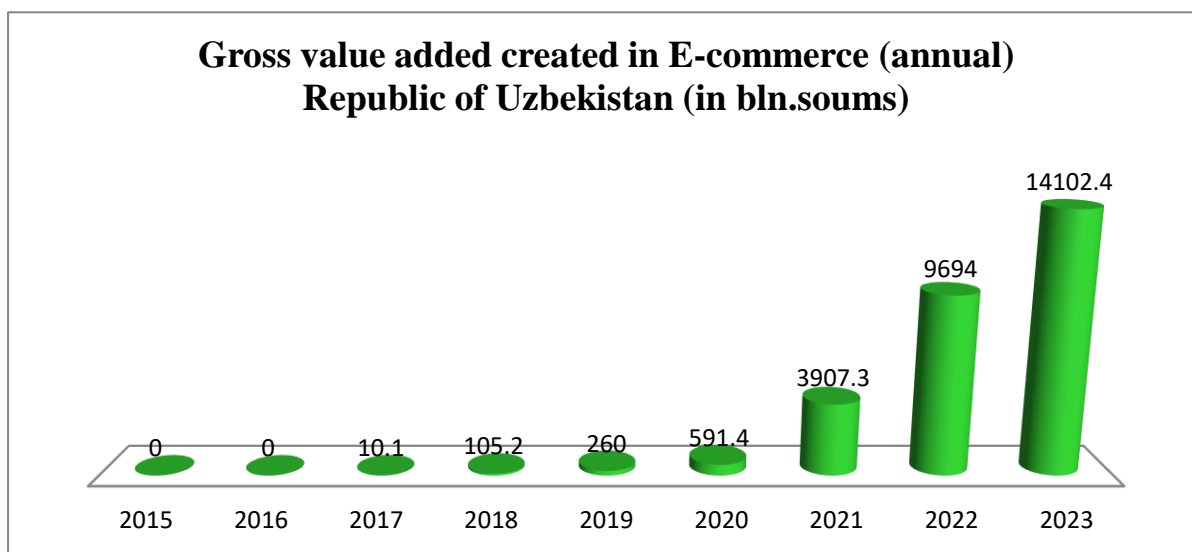


Figure 2. Gross value added created in E-commerce (annual) Republic of Uzbekistan (in bln.soums) [9].

Over the years of development technology also tend to develop as shown in Figure 2 along with other developments as that can clearly observed that E-commerce industry was almost not developed until the years if 2015-2016 where its indicator low and year by year due to enhancement of the current field e-commerce started to develop slightly from the year of 2017 and its index has comprised slightly 10.1mln.soums and almost more than half of the decade it began to contribute of the economy of the country and for instance gross value added created in E-commerce in 2020 comprised 591.4 mln soums and alternatively it hugely increased by comprising more than 1.4 bln.soums in 2023 as that precisely demonstrates for the necessity and development of technology in line digital marketing

technologies and how e-commerce creates tremendous ease in lives of customers, in particular, there are many online markets within the country such as uzum.uz, fratelli casa, olcha.uz and many others.

Discussion

Adhering to the position of digitalization most of garment, knitting enterprises have also started to focus on ecosystem of e-commerce in sales of clothes, textiles, garments through online channels and the current direction is becoming to have fame in both B2C and B2B customer markets as products can be sold both for the customers living in rural and urban areas.

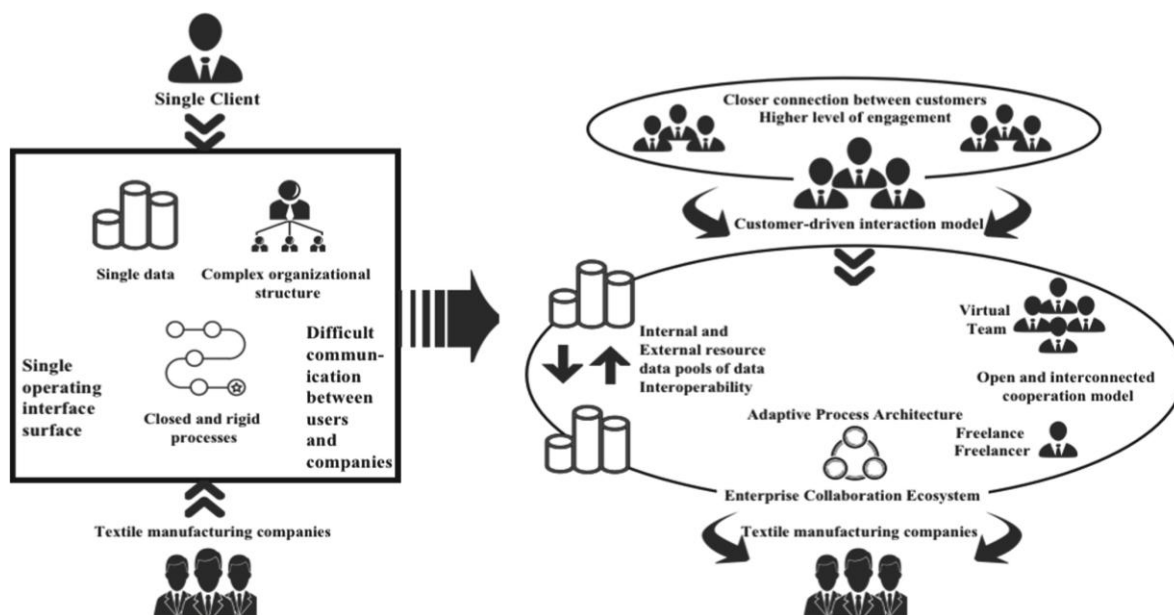


Figure 3. Source: *The current stage of the textile manufacturing industry marketing channels to upgrade the way. Research on the Management Reform Path of Textile Manufacturing Enterprises Based on Digital Marketing. Proceedings of the 2022 3rd International Conference on Management Science and Engineering Management (ICMSEM 2022), 61–73. Ren et al., 2022[10].*

Digital marketing and digital marketing requires certain key elements being interconnected to each other as shown in Fig. 3 and firstly it starts with intellectualization upgrading process of traditional clothes, garments channels of brands enterprises can be interconnected with customers and then via so called collaborative ecosystem garment, knitting enterprises can be furnished with external data and approach of adaptive process in order to achieve big data analysis as that creates of more flexible supply chain system for the enterprises and consequently greater revenue can be generated and better service for customers can be guaranteed as it creates more flow of the customers using digital services to purchase more garment, textile products Ren et al., 2022 [10].

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