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THE REVIEW OF DIGITAL MARKETING METAVERSE IN BUSINESS ENVIRONMENT OF GARMENT AND KNITTING ENTERPRISES

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Abstract

The current article concentrates on the key aspects of digital marketing technologies with regard to metaverse. Meanwhile, it examines key elements of digital marketing metaverse utilized in garment and textile enterprises and its advantage to these industries.

Key words: digital marketing, metaverse, garment, textile, digital fashion

ТИКУВ-ТРИКОТАЖ КОРХОНАЛАРИНИНГ БИЗНЕС МУЎИТИДА РАЌАМЛИ МАРКЕТИНГ МЕТАОЛАМИНИНГ ҲОЛАТИ

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Аннотация

Ушбу мақола рақамли маркетинг технологияларининг метаолам элементиға эътибор қаратилган. Бундан ташқари, унда тикув-трикотаж, тўқимачилик корхоналарида қўлланиладиган рақамли маркетинг метаоламининг асосий элементларини ва уларнинг ушбу соҳаларға кўплаб фойдали жиҳатларига эътибор қаратилади.

Калит сўзлар: рақамли маркетинг, метаолам, кийим-кечак, текстиль, рақамли мода

ОБЗОР МЕТАВСЕЛЕННОЙ ЦИФРОВОГО МАРКЕТИНГА В БИЗНЕС-СРЕДЕ ШВЕЙНО-ТРИКОТАЖНЫХ ПРЕДПРИЯТИЙ

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Аннотация

В данной статье рассматриваются аспекты цифровых маркетинговых технологий в отношении к метавселенной цифрового маркетинга. Кроме того, в ней рассматриваются ключевые элементы метавселенной цифрового маркетинга, используемых в швейной и текстильной сфере, а также польза данного элемента в этой отрасли.

Ключевые слова: цифровой маркетинг, метавселенная, одежда, текстиль, цифровая мода

Introduction

Digital marketing leverages online platforms to promote products, enhance brand visibility, attract visitors, and achieve digital marketing and marketing objectives. Digital marketing fosters brand connections and links them to prospective customers through the web and on the internet network. Also, digital marketing employs the same concepts as traditional offline marketing. It depends on consumer insights to identify a business's target markets and deliver the most pertinent messages possible. The application of digital marketing by the companies including garment, knitting and apparel ones hinges on its structure. Business-to-business (B2B) firms, enterprises sell to other enterprises, necessitating a longer, more calculated strategy. As well as digital marketing can assist enterprises in understanding its audience, recognizing challenges, and providing metrics that will enhance enterprise's marketing team's credibility. Digital marketing serves as an all-encompassing term that encompasses any electronic medium, such as TV, radio, and digital signage, alongside any promotional techniques that depend on a smartphone, tablet, or computer, along with the internet.

Marketing that necessitates internet connectivity also belongs to the narrower category of online or internet marketing. In addition, in the digital age almost every garment, textile, knitting and apparel enterprise have started to switch their operations on using digital marketing technologies Adobe 2025 [1]. At the same time, the term of metaverse is a concept that signifies an advanced version of the internet, featuring enduring, immersive virtual realms where individuals can interact with acquaintances, collaborate, engage in gaming, and make purchases. The metaverse as a digital space, or a developed, three-dimensional web where signing in is not usually required. It could also include aspects of virtual and augmented realities.

Literature review

Digital marketing with regard to metaverse involves many elements crucially necessary for the development of enterprises' business operations including garment, knitting and apparel enterprises. For instance, in the realm of digital marketing, artificial intelligence (AI) serves as a diverse domain that integrates automation, advanced analytics, natural language processing, and machine learning to deliver exceptionally tailored user interactions, precise targeting, and expandable decision-making capabilities. These technologies unfold both opportunities and ethical challenges as they progress over time. Due to machine learning (ML), marketing systems can now autonomously extract insights from customer data without the need for direct coding of customer data. Algorithms such as decision trees and neural networks are utilized to predict future actions such as buying intent, likelihood of churn, and product interests by analyzing historical data. For example, e-commerce platforms employ ML-driven recommendation systems to suggest products based on users' previous browsing and purchasing behaviors. The accuracy of these algorithms improves over time, leading to increased sales and enhanced customer loyalty as they quite essential in garment and apparel, textile production and sales process to customers. Moreover, to articulate human language, natural language processing (NLP) is quite crucial element. Thereby, NLP finds application in marketing for optimizing voice searches and emotion analysis. Emotion analysis tools evaluate brand perception such as ZARA, JC Penny, Nike and many others as well as campaign effectiveness by detecting feelings in social media posts and customer feedback Ahmed, and Subhi 2025 [2]. Meanwhile, the metaverse, a digital

universe that merges augmented reality (AR) and virtual reality (VR), is transforming how consumers engage with brands. The emergence of virtual influencers brings a mix of advantages and obstacles, shaping the trajectory of influencer marketing. Digital fashion, an innovative fusion of avatars, VR, AR, animation, AI, and blockchain technology, is revolutionizing the fashion sector. Enterprises, companies are capitalizing on these advancements for social media promotions, while shoppers have the opportunity to browse smart electro-clothing embedded with technology, elevating the virtual shopping experience. The metaverse is overhauling communication, commerce, and workplace interactions, with the fashion industry actively crafting marketing approaches suited for this digital ecosystem. The rapid growth of the fashion sector and industry into the metaverse creates avenues for brand visibility, income production, and innovative marketing channels. The blending of virtual and tangible environments in the metaverse is reshaping fashion commerce, compelling brands to address challenges concerning adoption, privacy, regulation, payment mechanisms, and NFTs (near field technologies) others. Kumar et al., 2025 [3]. The metaverse marketing has surfaced as one of the most prominent new channels for promotion. Marketers are flocking to the metaverse for numerous reasons. The approach and direction itself is quite new and innovate and there are now speedier connections to manage expanding realms. The value of virtual products in the metaverse is equivalent to that of their tangible counterparts, which may seem quite attractive. Garment, knitting and apparel enterprises along with advertisers aiming to thrive in the current and new landscape must anticipate what they can offer to their audiences. The metaverse element could involve branded apparel or accessories for user avatars for certain businesses looking to advertise in the metaverse Hussain and Farea, 2022 [4]. At the same time, collaborative consumption or most well known as joint consumption is a multi-billion-dollar industry, spanning numerous entertainment sectors such as viewing films, engaging in games, participating in events, and retail shopping. Although businesses such as Amazon have explored methods to enhance joint consumption in the 2D internet through initiatives such as 'watch parties,' the metaverse intends to capture a significant portion of this collaborative consumption market Hennig-Thurau and Ognibeni [5]. The core element of the metaverse lies in social engagement. Beyond serving as an escape from reality, this interconnected realm of virtual environments acts as an influential platform for businesses to enhance brand recognition. Customers for instance while purchasing garments and apparel products online can utilize a digital avatar to interact with others within the metaverse. Consequently, marketing leaders can effortlessly cultivate a sense of community and lasting connections with consumers while promoting their products and services due to metaverse element. Its accessibility presents a distinct opportunity for brands globally to pinpoint and engage their target audiences. The metaverse is accessible through all internet-enabled digital devices. Given its capacity to cross international boundaries, marketers can reach consumers anywhere. Accessing a diverse array of metaverse users can significantly boost a company's exposure and visibility. Enterprises, companies including textile, knitting, garment and apparel manufacturing ones are leveraging the metaverse as an inventive and imaginative space to establish their brands and expand their offerings Hussain et al., 2024 [6].

Methods

The methodology used in the present paper can be defined as secondary data, induction, deduction methods for describing different type of data in the article provided.

Thereby, digital technologies with the regard to metaverse is rather crucial for the sector of garment, knitting and apparel enterprises as the fashion trend used to have tendency to change quite quickly taking into account seasonality as well as rapidly changing technology while textile, garment manufactures along with marketers focus on these kind of changes to remain competitive.

Therefore, it is necessary to implement digital marketing technologies and metaverse can greatly assist in the current case. Also, well known factors should be present by considering garment, knitting enterprises increasing capacities of the production. For instance, metaverse’s key factors such as immersion, personalization, wider reach, community engagement, real-time adaptability and brand presence. In particular, the immersive type of essence of the metaverse enables brands to deliver exceptional customer experiences that greatly exceed conventional techniques. As that encompasses not only the advertising of products or services but also the provision of immersive marketing experiences that can integrate virtual reality, augmented reality, and digital components Deuze 2006 [7]. The metaverse enables brands to forge an everlasting presence within the virtual landscape. Beyond just a physical outlet or an online store, brands have the opportunity to create engaging virtual environments, fostering a digital space that is perpetually accessible Webb and Orr, 2021 [8].

Analysis

The world market analysis of the market size of the metaverse has indicated the indicator of 92,46 mln.USD in 2023. Similarly, the current indicator shown in Figure 1 has been slightly increased to the level of 128,98 mln.USD in the year of 2024. However, the current trend is expected to dramatically increase by the year of 2028 showing the index of slightly more than 570 mln.USD and facing the ultimate rise to 1,30 bln.USD by the year of 2030 and forecasted to reach the sharp increase to almost 2,70 bln.USD by the year of 2023. As that notably indicate in essential necessity of the implementation of digital marketing technologies and in this case with the regard to metaverse in the operations, digital marketing activities of garment, knitting and apparel companies in ever changing competitive environment and silhouette of the fashion garments, clothes that should be necessarily present in online basis as the customers preferences, perceptions, attitudes, motivations as well as behaviours tend to alter with new offers by the different fashion, garment apparel manufacturers and especially while the garment assortments used to become quite different based on inquiries of the customers that purchase these garments from different apparel, textile enterprises and recommend to others.

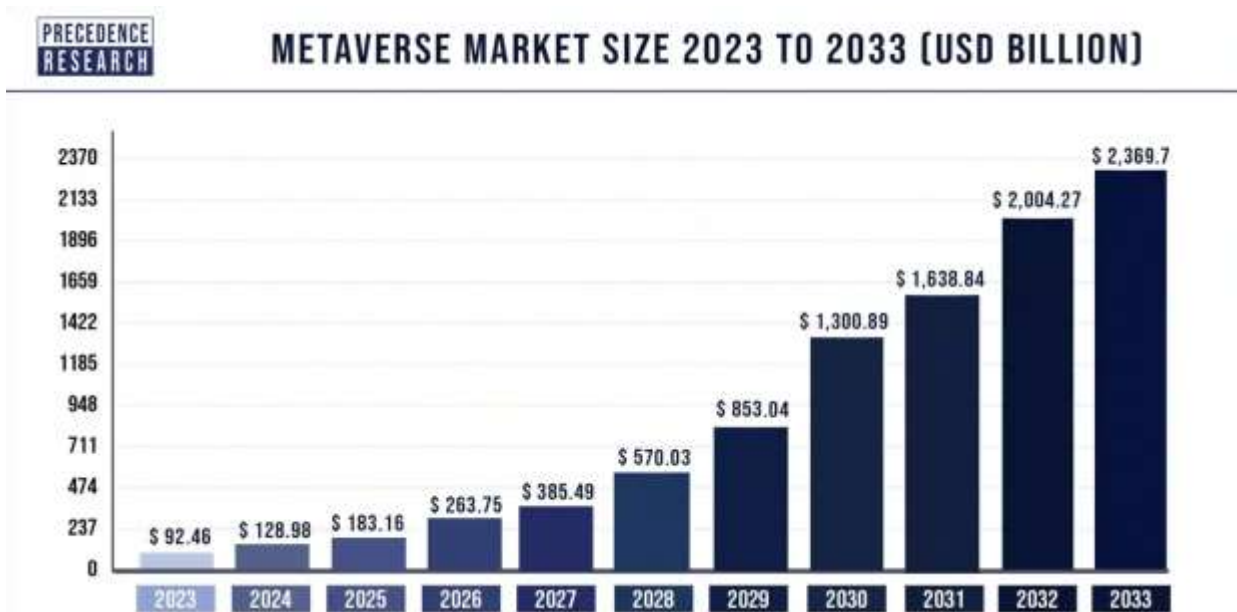


Figure 1. Source: Metaverse market size (2023-2033), Precedence research, 2025 [9].

Discussion

In the sphere of garment, clothing, knitting and apparel manufacturing, simulation technology often involves creating a model for a new production component or a more detailed representation by creating miniature replica effect of garment and clothes, such a scaled-down version of a full manufacturing facility. Garment, apparel, knitting industry producers and brands have sought to reduce the harmful effects of clothing production on the ecosystem.



Figure 2. Source: Anticipated impact of the metaverse on the textile manufacturing industry Hassanein and Yousef (2022) [10].

The metaverse platform shown in Figure 2 allows the seamless integration of diverse processes and devices via the IoT, providing digital access to information from virtually any place. As a result, this capability aids in lowering environmental pollution. Moreover, the simulation holds promise for discovering methods to decrease physical waste. It is possible

that modifying the strategy could lead to a reduction in the rate of unsuccessful attempts while concurrently boosting the rate of successful ones. Metaverse technology is vital in strengthening the stability of the supply chain by garment, knitting, textile, and apparel enterprises by enabling the modeling of various elements of the extensive supply network. The current strategy helps to the establishment of clearer and more accessible processes in the tangible world. Therefore, garment, apparel enterprise can secure the permanence and flexibility of their activities within the manufacturing facility, alongside their supply chain and distribution methods Hassanein and Yousef (2022) [11].

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