



THE CONCEPTUAL ASPECTS AND PERSPECTIVES OF USING THE DIGITAL MARKETING TECHNOLOGIES IN DEVELOPMENT ENTERPRISES

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Abstract

The current article concentrates on the key conceptual aspects of digital marketing technologies as well as digital technologies in general. Meanwhile, the article studies key elements of digital marketing technologies utilized in garment, apparel, textile companies and draws attention to digital marketing technologies being used in fashion field. At the same time, the article focuses on some of methods being used in development of conceptual framework as well as analysis being used in article.

Key words: digital marketing, digital platforms, garment, textile, fashion.

КОРХОНАЛАРНИ РИВОЖЛАНТИРИШДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШНИНГ КОНЦЕПТУАЛ ЖИХАТЛАРИ ВА ИСТИҚБОЛЛАРИ

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Аннотация

Ушбу мақолада рақамли маркетинг технологияларининг асосий концептуал жиҳатлари, шунингдек, рақамли технологиялар кўриб чиқилади. Шунингдек, унда кийим-кечак, тикув-трикотаж ва тўқимачилик компанияларида қўлланиладиган рақамли маркетинг технологияларининг асосий элементларига эътибор қаратилади ва рақамли маркетинг технологияларининг мода саноатида қўлланилишини ҳақида таъкидланади. Шу билан бирга, мақолада концептуал асосни ишлаб чиқишда қўлланиладиган баъзи усуллар, шунингдек, ушбу мақолада қўлланилган рақамли бозор таҳлили ҳақида ҳам муҳокама қилинади.

Калит сўзлар: рақамли маркетинг, рақамли платформалар, кийим-кечак, текстиль, мода.

КОНЦЕПТУАЛЬНЫЕ АСПЕКТЫ И ПЕРСПЕКТИВЫ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В РАЗВИТИЕ ПРЕДПРИЯТИЙ

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Аннотация

В данной статье рассматриваются ключевые концептуальные аспекты цифровых маркетинговых технологий, а также сами цифровые технологии в общем. В то же время, в статье рассматриваются ключевые элементы цифровых маркетинговых технологий, используемых в швейно-трикотажных и текстильных компаниях, и обращается внимание на применение цифровых маркетинговых технологий в сфере моды. Одновременно с этим, в статье рассматриваются некоторые методы, используемые при разработке концептуальной основы, а также анализ цифрового рынка, применяемый в статье.

Ключевые слова: цифровой маркетинг, цифровые платформы, одежда, текстиль, мода.

Introduction

Digital marketing has revolutionized the recent business sectors, as most of the businesses are focusing on implementation of digital marketing technologies and its key elements always serve in building successful businesses. Digital marketing concentrates on the use of online, web-driven technologies, mobile devices, and virtual media to build relationships between brands and consumers, boost interaction, and increase sales. One of the primary functions of digital marketing technologies is to connect offline and digital or mostly online spaces through strategic digital pathways, progressing from traditional marketing by providing greater engagement, reduced expenses, and raising brand exposure to the attention of customers. At the same time, the use of digital marketing technologies in garment, knitting, textile, apparel enterprises tend to have positive influence for the development of the current field in ever changing fast fashion tendencies with changing preferences, liking by customers.

Literature review

Digital marketing has started to develop since about three decades and the term had a variety of names such as online marketing, internet marketing or web marketing and the broad practice of using electronic platforms in order to promote products or services in the electronic markets known as digital marketing. One of the main purposes of digital marketing is to engage customers and facilitate their interaction with businesses they express most of their interest through digital platforms and by introducing several digital marketing strategies the main purpose is to promote businesses, build preferences and increase sales. Digital marketing is crucial element for brand development process, advertisement, and brand management as it encompasses all promotional activities utilizing electronic devices or the Internet network. Today most of enterprises leverage digital platforms, such as search engines, social media, email marketing, and their websites to engage both existing and prospective customers. The primary benefit of digital marketing is its ability to reach large target audience in a more economical and assessable manner. Additional benefits of digital marketing include enhanced brand loyalty and the great increment of online sales Brahल्ली et al., 2023 [1]. Digital era has transformed the mindset of customers and the way they interact with companies in buying products or using services. The traditional marketing model has evolved into a new framework empowered by digital innovations as majority of the countries have leveraged to the current transformation, by embracing contemporary technologies and digital media marketing technologies to react to the ever changing demands of consumers, whereas others have struggled to adjust to the digital upheaval and have not been able to leverage the different opportunities effectively created by digital marketing technologies Goel, 2020a [2]. Since the time of the

development of the Internet and advancements in digital technologies, the significant shift in the needs, wants and requirements of customers have been taken place and interactive communication platforms, particularly social media, has transformed the traditional communication model. At current, consumers favor engaging directly with brands and publicly expressing their views, feelings and preferences. Customers anticipate brands to be more reachable and present across various channels for smoother communication and interaction Goel, 2020b [3].

Digital marketing has been focused primarily on emails and display promotions in the past. The emergence of search engines, social networking, and mobile technology back in 2000s opened new avenues of new opportunities for marketers. Furthermore, leveraging data and analytics became increasingly vital to evaluate the effectiveness of advertising campaigns as well as personalization and engagement are fundamental aspects of new digital marketing. Enterprises that cannot provide customized and appropriate experiences to customers across all platforms risk being outcompete by their rivals. Social media platforms such as Facebook, Instagram, and Twitter offer enterprises innovative ways to reach their target market, maintaining a significant influence on commerce and sales. Daga and Pincha, 2023[4]. Digital marketing encompasses an extensive range of promotional tools aimed at connecting with customers through digital channels. The current type of marketing includes a diverse array of tactics for promoting services, products, and brands, by using the Internet as a central platform alongside mobile devices and traditional radio and television. Digital marketing initiatives are becoming increasingly common and effective as digital platforms are more frequently integrated into marketing strategies and everyday routines of majority of successful businesses, enterprises including enterprises of garment, textile and apparel production have actively implemented digital marketing technologies, as one of the reasons has become customers started to actively prefer digital devices over visiting physical stores Ponde and Jain, 2019 [5]. Moreover, digital marketing has transformed from a basic term that used to be known as to the marketing of goods and services through digital platforms into a broad term that encompasses the methods of using digital innovations to attract customers and understand their preferences, enhance brand visibility, retain customers more, and boost sales for the long period of time Ramiro, et al., 2020 [6].

Methods

As that comes to the methodology then the methodology has been used in the current article can be outlined as induction, deduction, secondary data methods for describing a variety of data in the current article. Thereby, digital marketing technologies play quite critical role in development the activities of enterprises including garment, knitting, textile and apparel ones that have already started to implement different digital marketing technologies. On the other hand, for the most of the enterprises still need to draw closer attention for leveraging digital marketing technologies, as for garment, apparel and textile industries the use of artificial intelligence driven personalization, augmented reality virtual try on, social media platforms such as Facebook, Instagram and Telegram assist in generating more sales and attract more customers as well as 3D modeling can help for designing different garment, apparel, influencer marketing, data analytics help for forecasting based on trend models search engine optimization, search engine marketing assist in visibility of garment, apparel products in the Internet while being searched by enabling variety of brands in creating an immersive shopping experience for customers.

Analysis

The global market analysis indicates that in 2025 the global digital marketing market has been assessed at 456.7 billion USD. For further assessment, the IMARC Group predicts as shown in Figure 1 that the market is expected to rise to the level of 1,200.3 billion USD by 2034, reflecting a compound annual growth rate (CAGR) of 10.99 percent from 2026 to 2034. At present, North America leads the market, by demonstrating a share of more than 38.7% in 2025. The growth of the digital marketing sector is facing the great increment by the rising adoption of connected devices, the readily available high-speed internet, and cutting-edge technologies.

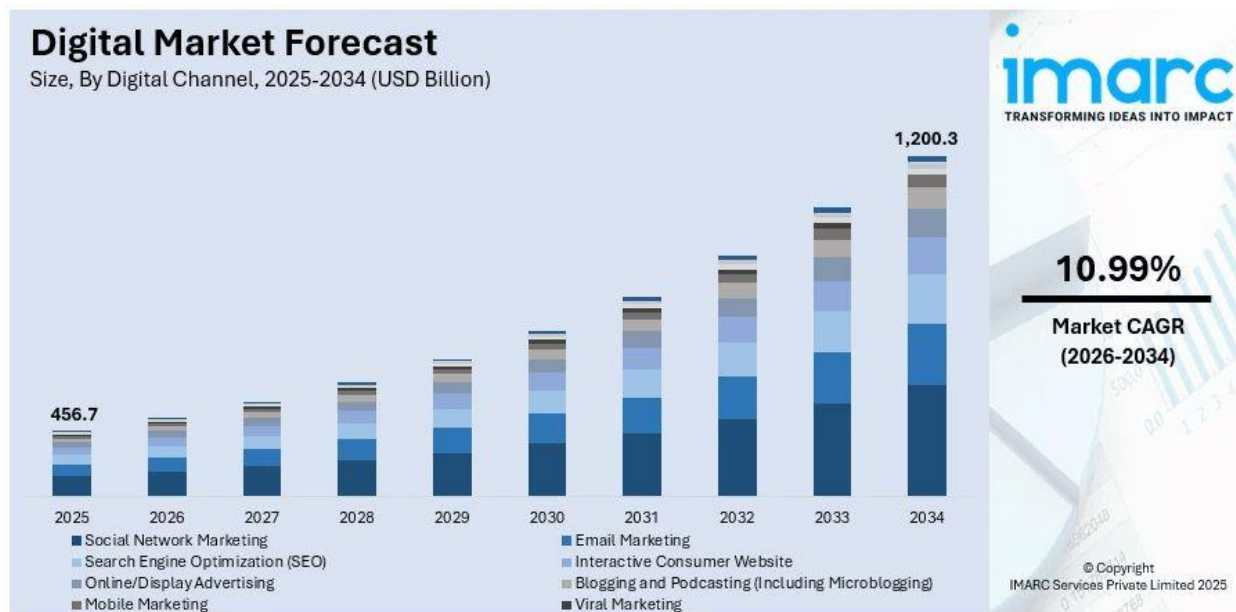


Figure 1. Source: IMARC Group, 2026. Digital Marketing Market Size, Share, Trends and Forecast by Digital Channel, End Use Industry, and Region, 2026-2034. [7].

The expansion of the digital marketing technologies along with digital marketing field is linked to the increased accessibility of the internet and the widespread use of smartphones, as well as notable changes in consumer behavior over time. As enterprises, businesses shift their focus from traditional marketing to digital channels; digital marketing has emerged as a crucial strategy for engaging with markets. Thereby, digital marketing technologies encompass variety of approaches, including social media marketing, content creation, search engine optimization, email marketing, and pay-per-click advertising and others. Each type of digital marketing technology serves as a direct path for the potential increment of product visibility among target audiences, aiming to attract more customers and enhance conversion rates using platforms such as Google, Facebook, Instagram, YouTube, and LinkedIn. Major trends in the digital marketing field involve the rise of AI and machine learning technologies, enabling enterprises to deliver personalized, data-driven marketing experiences. Moreover, video content has become a dominant format, with platforms such as TikTok and YouTube capturing significant consumer engagement recently. Additionally, influencer marketing is gaining popularity as brands partner with influencers to establish trust and credibility with their audiences IMARC Group, 2026 [7]. At the same time, the worldwide digital clothing retail sector was valued at approximately 541.63 billion USD in 2023 while it is forecasted to increase to about 1,103.66 billion USD by 2032, exhibiting a compound annual growth rate

(CAGR) of around 8.23percent between the years 2024 and 2032. Due to the recent advent of digital marketing technologies and the widespread adoption of Internet based technologies have transformed shopping habits around the world. Access to the Internet stands as a key driver of accelerated growth in the online garment, knitting apparel buying online and fashion retail field. Electronic commerce for garment, apparel experienced huge expansion during the COVID-19 pandemics, and since then, the marketplace has prospered at a remarkable pace. On the other hand, the current field faces numerous of challenges as well. A primary issue impacting the electronic commerce clothing retail industry is the swiftly escalating levels of consumerism and overconsumption of garment, knitting and apparel products, resulting in excessive reduction of vital resources Zion Market Research, 2026 [8].

Discussion

Innovations in digital marketing technologies, including artificial intelligence, robotics, flexible and just-in-time manufacturing, as well as virtual fitting rooms, online shopping, and social media platforms, are turning into major elements for growth in garment, textile, knitting and fashion field. Furthermore, these innovations have manifested in new digital settings, transitioning towards a collaborative economy and a circular economy, compelling the garment, fashion industry to adopt a transformative digital model (Akhtar et al., 2022)

Artificial intelligence (AI)	Fashion design, real-time, recommendation, forecasting, and trend analysis
Machine learning (ML)	Product development, demand forecasting, complex data analysis
Virtual reality/Augmented reality (VR/AR)	Creates virtual world, 3D body scanning, customer experience monitoring, virtual stores, and metaverse society
Big data analysis (BDA)	Enables real-time personalization based on purchase history and preferences
Social media	Explores influencers to enhance curation function.
On-demand manufacturing	Satisfies every individual customer's needs, automation
AWS	Locomotive for innovations by providing cloud computing platforms.
IoT	Enable wearables, optimize product assortment and customize recommendations.

Figure 2. Source: Akhtar et al., 2022 Digital innovations supporting the fashion industry toward advanced digital fashions [9].

Developments in digital marketing technologies have hastened digital transformations within the garment, knitting industries, in apparel sector and fashion field. In particular, as illustrated in Figure 2 systems that integrate the Internet of Things (IoT), tailored experiences, customization, artificial intelligence (AI), and advanced computing are driving these digital changes. Fashion labels leverage these innovations to enhance consumer satisfaction. AI, for instance, is deployed to provide tailored suggestions and coordinated selections. Augmented and virtual realities facilitate pre-purchase experiences in a simulated setting in garment, apparel and fashion enterprises. Consequently, addressing the pressures of rapid changes in fashion cycles and integrating technological advancements especially digital marketing

initiatives capitalizing on the fast progress of digital innovation remains as crucial expectation.

Conclusion & recommendations

Digital marketing technologies play pivotal role in the activities of enterprises, businesses ranging from production of products to rendering of different types of services as the market capitalization of digital marketing technologies field is in active stage of the development. Meanwhile, In garment, knitting, apparel and textile enterprises, digital marketing technologies sway different online channels such as social networks including Instagram, TikTok, search engine optimization, and B2B marketplaces to enhance brand awareness, increase sales, and effectively connect with global audiences. The main strategies encompass utilizing high-quality visual assets, collaborating with influencers, employing email campaigns, and leveraging data analytics for tailored experiences, leading to improved customer retention and greater return on investment in long run.

As of recommendations for the enterprises including garment, knitting, textile and apparel ones: Firstly, enterprises should actively use the digital marketing technologies including search engine optimization, social media, e-mail marketing and others in their business operations,

Secondly, personalization powered by artificial intelligence, augmented reality virtual fittings, and engaging social commerce features to develop and rise the customer experience. Leveraging platforms such as Instagram and TikTok, in along with customer relationship management systems and data analysis, facilitates targeted marketing initiatives, enhanced interaction, and superior inventory management process to boost sales and in order to outcompete the competitors and gain more customers.

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