



FOREIGN EXPERIENCE OF USING DIGITAL MARKETING TECHNOLOGIES IN GARMENT AND KNITTING ENTERPRISES

Aliev Abdulaziz Ismailovich

Doctor of Philosophy (PhD) of Department of Marketing. Tashkent State University of Economics

Email: a.aliev@tsue.uz

ORCID: 0000-0002-1279-6689

DOI: https://doi.org/10.55439/EIT/vol14_iss2/804

Abstract

The current article concentrates on the studies of digital marketing technologies use in foreign countries and foreign experience of specific aspects of digital marketing technologies utilized in variety of fields. Moreover, the article studies the elements of digital marketing technologies being implemented such as AI, VR, AR, Social media marketing (SMM), electronic commerce, digital printing in textiles and others in garment, knitting, textile industries, fashion sectors.

Key words: digital marketing, e-commerce, garment, textile, CRM, digital marketing strategies.

ТИКУВ-ТРИКОТАЖ КОРХОНАЛАРИДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШНИНГ ХОРИЖ ТАЖРИБАСИ

Алиев Абдулазиз Исмаилович

Маркетинг кафедраси иқтисодиёт фанлари фалсафа доктори(PhD). Тошкент Давлат Иқтисодиёт Университети

Аннотация

Ушбу мақолада хорижий мамлакатларда рақамли маркетинг технологияларидан фойдаланиш ва турли соҳаларда рақамли маркетинг технологияларининг айрим ўзига хос жиҳатларини қўллаш бўйича халқаро тажриба ўрганилади. Бундан ташқари, мақолада сунъий интеллект, виртуал реаллик, кенгайтирилган реаллик, ижтимоий медиа маркетинги (СММ), электрон тижорат, рақамли босма ва бошқалар каби рақамли маркетинг технологияларининг элементлари, уларнинг тикув-трикотаж, тўқимачилик ва мода саноатида қўлланилиши ҳолатлари ўрганиб чиқилади.

Калит сўзлар: рақамли маркетинг, электрон тижорат, кийим-кечак, тўқимачилик, CRM, рақамли маркетинг стратегиялари

ЗАРУБЕЖНЫЙ ОПЫТ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ НА ШВЕЙНО-ТРИКОТАЖНЫХ ПРЕДПРИЯТИЯХ

Алиев Абдулазиз Исмаилович

Доктор философии по экономическим наукам (PhD)

кафедры Маркетинг. Ташкентский Государственный Экономический Университет

Аннотация. Данная статья посвящена изучению использования цифровых маркетинговых технологий в зарубежных странах и зарубежному опыту применения некоторых конкретных аспектов цифровых маркетинговых технологий в различных областях. Кроме того, в статье рассматриваются элементы цифровых маркетинговых технологий, такие как искусственный интеллект, виртуальная реальность, дополненная реальность, маркетинг в социальных сетях (SMM), электронная коммерция, цифровая печать и другие внедряемых в швейно-трикотажной, текстильной и отрасли моды,

Ключевые слова: цифровой маркетинг, электронная коммерция, одежда, текстиль, CRM, цифровые маркетинговые стратегии

Introduction

Digital marketing technologies have deeply transformed how modern business sectors operate, serve customers in most valuable ways, as a majority of companies emphasize the adoption of digital marketing tools, because their essential components of digital marketing technologies assist in creating prosperous enterprises. Hence, digital marketing technologies focus on using online, web-based technologies, mobile devices, and virtual media to foster relationships between brands and customers, enhance engagement, and drive sales. A key role of digital marketing technologies is to bridge offline and digital or primarily online spaces through strategic digital channels, evolving from traditional marketing by offering improved interaction, lowered costs, and increment of brand visibility, brand awareness to capture customer attention especially in the global context while the competition level among enterprises including in garment, knitting, apparel and fashion enterprises is considerably enormous. Simultaneously, the application of digital marketing technologies in the garment, knitting, textile, and apparel industries tends to positively influence the advancement of the current field among the ever-evolving fast fashion trends and altering consumer preferences, attitudes.

Literature review

The influence of the increment in digital technology on brick-and-mortar stores is undeniable. In particular, Schaefer observed a growing trend among fashion retailers to blend digital experiences into the shopping atmosphere of their physical locations to meet the needs of their target audience Schaefer, 2021 as cited in Luo, 2025 [1]. From virtual reality (VR) to augmented reality (AR), and from personalized experiences to interactive displays, a range of digital elements is being incorporated into physical stores to resonate more with customers. Nicasio highlighted successful examples in his research, such as Nike's experiential retail locations, which leverage digital foot scanning technology, Nike Fit, to assist shoppers in choosing the right footwear, and Farfetch's RFID technology in the UK United Kingdom that customizes the in-store experience by analyzing shoppers' browsing patterns, further showcasing the significance of digital experiences in traditional retail environments (Schaefer, 2021 as cited in Luo, 2025).

Digital marketing leverages the internet as a promotional platform to connect directly with customers. Through online media, customers can engage in a variety of activities, including connecting with friends near and far and shopping online without being involved into hurried decisions. The world of digital marketing technologies is expanding, propelled by the continuous rise in internet users. Online platforms offer great and encouraging potential for businesses, whether large corporations or micro, small, and medium enterprises, in delivering marketing information, strengthening connections with

consumers, and appealing to a diverse audience (Puspitasari et al., 2019 as cited in Hanif, 2024).

E-commerce sites such as Singaporean-Shopee, Indonesian - Tokopedia, Chinese-TikTok, German originated but headquartered in Singapore for South East Asian markets - Lazada and various others are increasingly taking over the market due to their advantages in advancement of digital technologies and digital marketing. The majority of shoppers appreciate the convenience provided by online platforms. They can effortlessly locate the products they seek based on their specific preferences, especially younger customers who favor practical solutions and have limited time for in-person shopping. Since the advent of digital marketing, some physical stores have shut down due to lacking indicators of various customers who could buy garment, clothes, particularly during the Covid-19 pandemic; certain clothing retailers, in addition to maintaining their brick-and-mortar locations, have also launched online clothing stores. Digital marketing technologies can assist garment, knitting and clothing shop enterprises in boosting sales, enabling them to generate revenue both offline and online. Digital marketing technologies help knitting, garment and clothing shop enterprise in boosting sales, enabling them to generate revenue both offline and online Hanif, 2024 [2]. An online presence is crucial for enterprises, businesses to connect with and access their desired audience, which can be accomplished through Digital Marketing Channels (DMC). As the current approach can enhance brand visibility, boost consumer interaction, improve customer acquisition rates, and elevate sales figures (Amelda et al., 2021, as cited in Sangwan and Kumar, 2024). Employing digital marketing tools enables businesses to enhance their online presence and reach a broader audience, leading to increased brand recognition and visibility, thereby raising profits and sales revenue (Masrianto et al., 2022 as cited in as cited in Sangwan and Kumar, 2024). Furthermore, consumer participation can be raised by adopting digital marketing technologies and tools (DMT), a key factor in enhancing company performance (Morgan et al., 2009, as cited in as cited in Sangwan and Kumar, 2024). Additionally, DMT plays a crucial role in narrowing the gap between consumers and businesses, thereby strengthening the relationship with customers and maintaining their engagement with the brand, which can result in heightened consumer loyalty and satisfaction (Tarsakoo and Charoensukmongkol, 2019, as cited in as cited in Sangwan and Kumar, 2024). Enhanced data and insights serve as another way through which digital marketing capabilities influences firm performance (FP). By utilizing tools such as Customer Relationship Management (CRM) systems and Google Analytics, enterprises companies including in the field of textile can monitor the effectiveness of their marketing endeavors, analyze customer interactions, and derive insights that could inform future marketing strategies (Tariq et al., 2022 as cited in Sangwan and Kumar, 2024). Recently, with an emphasis on modernization and enhanced output, India's textile industry has experienced significant transformations as well as with well implementation of digital marketing technologies into the field of India's garment, textile industries the current field is being overwhelmingly developed. Moreover, the digital marketing strategies well implementation that can lead to a higher return on investment for digital marketing and more precise targeting Sangwan and Kumar, 2024 [3].

Digital proficiency encompasses more than merely the comprehension of digital instruments and platforms. It also entails expertise in Information and Communication Technology (ICT) skills; specialized insight into digital transformation; and a mindset that

integrates legal, ethical, privacy, and security considerations. In addition, digital proficiency involves recognizing the significance of ICT in society and adopting a balanced approach toward technology (Janssen et al., 2013, as cited in Prakasa, and Jumani, 2024).

Moreover, prior to the COVID-19 pandemic, the OECD report (OECD/ERIA, 2018) indicated that Indonesian MSMEs fell short in competitiveness compared to Singapore, Malaysia, and Thailand at the ASEAN level. Specifically, there is a pressing need for enhancements in productivity, technology, and innovation. SMEs can thrive and elevate their competitiveness in the era of disruption by cultivating new competencies, advancing their skills, and embracing new technologies. Prakasa and Jumani, 2024 [4]. Digital transformation, or the incorporation of digital technologies into a company's operations, entails converting workflows into digital formats and merging telecommunications, online platforms, and mobile devices to enhance the communication dynamics with clients, vendors, and distribution partners Coreynen, 2017 and Yoo et al., 2012 as cited in Wang, 2020 [5]. Digital marketing strategies, encompassing social media marketing (SMM), search engine optimization (SEO), email marketing (EM), content marketing (CM), and e-commerce, have become vital for small to medium enterprises (SMEs) to broaden their outreach, build brand recognition, and boost customer interaction. Research by Patria et al. (2023) indicates that successful digital marketing, especially via social media, is pivotal in fostering customer interaction for SMEs. These insights imply that SMEs in areas such as Birendranagar, Surkhet in Nepal can enhance their market visibility, customer loyalty, and overall business efficiency by emphasizing digital marketing and strategies focused on customer engagement. The implementation of digital marketing strategies and technologies such as social media promotion, SEO, and content marketing has proven to elevate sales effectiveness, customer retention, and profitability. Nevertheless, SMEs encounter obstacles such as constrained budgets and lack of technical skills, which may impede the full potential of these advantages Dhungana, 2024 [6].

One of the key elements of digital marketing technologies is considered as being the element of social media which plays a critical role in garment, textile and especially in the field of fashion. Social media marketing encompasses the utilization of social media platforms by fashion creators and users alike to promote and engage in trends. The rise of social media has revolutionized the global landscape and its operational dynamics, bringing individuals and communities closer together. The fashion sector is leveraging contemporary social networking technologies to engage with their clientele. Furthermore, the fashion industry employs social media to analyze trends and predict fashion tendencies. Consequently, the integration and implementation of social media marketing among fashion brands have become prevalent. Italy is recognized as a pivotal hub of the European fashion scene, housing numerous internationally renowned luxury fashion labels, including Gucci, Prada, and Dolce & Gabbana and others. The European fashion sector is dynamic and serves as a significant contributor to the economy of the European Union, Romano, 2023 [7].

Methods

The approach of the research methodology adopted in the current paper can be described as the employment of secondary data that can be considered as main sources, published resources from a variety of scholarly literature, along with an inductive method to represent a range of data examined in the current article. Consequently, digital marketing technologies play an essential role within the field of garment, knitting apparel, textile

industries, and the fashion sector, particularly in the rapidly evolving fashion domain, with the garment sector holding significant prominence. Moreover, majority of well developed countries had implemented digital marketing technologies within their garment, knitting, textile, apparel and fashion industry activities and gaining global presence by broadening the horizons of world presence. As a result, the garment, knitting, apparel, textile industries, and fashion sector have begun to proactively adopt digital technologies in their product delivery and customer engagement processes by utilizing various digital marketing tools such as website development, encouraging customer visits to the garment, textile, knitting, fashion enterprises’ website, SEO, email marketing, social media marketing channels.

Analysis

As per analysis it can be said that North America specifically U.S.A has solidified its place as the leading region in the worldwide digital textile printing market, holding a substantial 42.1% share by 2026. At the same time, the U.S.A highly implements digital marketing technologies within wide variety of garment, textile, apparel and fashion industries. The concentration of prominent manufacturers and technology developers as given in Figure 1 in the U.S. and Canada has enabled the region to cultivate considerable expertise in this domain, as highlighted by recent market research on digital textile printing. Renowned brands have established their production and R&D centers in North America, seeking to benefit from early access to cutting-edge innovations.

In contrast, the Asia Pacific region including mainly, China, India, Pakistan, Bangladesh, Australia, Malaysia and others is rising as the fastest expanding market for digital textile printing globally. With the largest textile manufacturing sector in the world, the current area stands to earn significant advantages from the technological advancements. Nations such as India and China are vigorously advocating for the adoption of digital printing to boost productivity and reduce turnaround times in their export-driven industries Regional insights 2026 [9].



Figure 1. Source: Regional insights 2026, Coherent Market Insights Pvt Ltd, 2026. [8].

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

Smart clothing and smart garments play a pivotal role for instance, in enhancing health, well-being, and overall quality of life through as provided in Figure 2 the implementation of IoT and AI. In relation to health conditions, physical engagement, and daily tasks, these technologies are able to empower and improve real-time watching of the actions of athletes, patients, infants, and seniors (Greco et al., 2020 as cited in Vaseem et al., 2022). AI can be leveraged for predicting fashion trends, suggesting outfits based on environmental factors and health forecasts, among other uses. Additionally, the integration of IoT and blockchain facilitates efficient real-time monitoring and tracking of fashion operations, enabling a clearer understanding of material consumption and production, and supporting the formation of a sustainable fashion economy. (Wang et al., 2020, Agrawal et al., 2021 as cited in Vaseem et al., 2022)

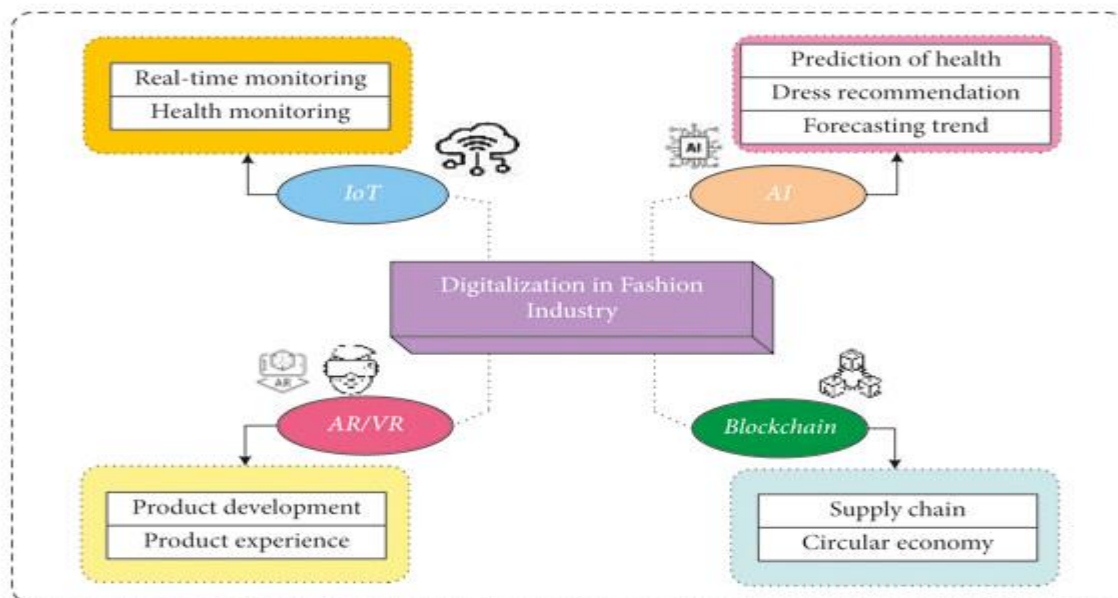


Figure 2. Source: Vaseem et al., 2022 Digitalization in the fashion industry [11].

The transformation of fashion through digitalization enhances the development of strong, cutting-edge, eco-friendly, and instantaneous frameworks that align with the customer’s demands for comfort, adaptability, and dependability in an environmentally conscious manner. Digital technologies can significantly facilitate the achievement of sustainability goals. Digitalization enables the visualization of real-time data regarding smart textiles and various garments within a virtual framework. Augmented Reality (AR) represents technologically advanced type of the real world, crafted through the incorporation of digital visual components, sound, or other forms of sensory enhancement whereas virtual reality (VR) utilizes computer-generated modeling and simulations to immerse a user in an interactive three-dimensional (3D) environment or alternate sensory world. In the fashion garment, knitting industries, augmented reality is employed to enable customers to experience the developed products, while virtual reality is used to innovate products rooted in consumer preferences.

Conclusion & recommendations

The role of digital marketing technologies is crucial in the operations of companies, spanning from the manufacture of goods to the providing diverse services, as the valuation of the digital marketing technologies sector is currently developing. In the fields of apparel, knitting, and textiles and fashion sectors digital marketing technologies influence various online platforms such as social media networks such as Instagram, TikTok, search engine optimization, and B2B marketplaces to drive sales, and efficiently engage with global audiences as well as artificial intelligence, virtual reality, augmented reality only reinforcing the operations of garment, knitting, textiles industries and by wide use in fashion industries. At the same time, implementation of email marketing campaigns, and the application of data analytics for personalized experiences, resulting in enhanced customer loyalty.

For recommendations directed at enterprises in the garment, knitting, textile, and apparel, fashion fields then it can be said that: Initially, garment, knitting, fashion, textile businesses should fully leverage digital marketing technologies such as search engine

optimization, social media, email marketing, artificial intelligence, virtual reality, augmented reality to provide online experience on real time basis to the potential customers as digital marketing technologies had been widely implemented in the U.S.A., UK, most of European countries such as France, Italy and Asian countries such as India, China, Bangladesh, Malaysia, Australia and many others.

Furthermore, the integration of personalized experiences powered by artificial intelligence, augmented reality for virtual fittings, and interactive social commerce features is essential for enhancing customer satisfaction. Utilizing platforms such as Instagram, Facebook alongside customer relationship management systems (CRMS) and data analysis, enables targeted marketing efforts, improved engagement, which can lead to ultimately increasing sales and allowing companies to outperform their rivals and attract a broader customer base.

List of used literature

1. Luo, Y. (2025). Digital Experience Integration in UK Fashion Retail: Engaging Generation Z Consumers. *Advances in Economics, Management and Political Sciences*. 183. 69-87. [10.54254/2754-1169/2025.24164](https://doi.org/10.54254/2754-1169/2025.24164).
2. Hanif, H., Supriyadi, S., Zaharuddin, Z., Rista, N. ., & Wahyuningsih, S. . (2024). The Effect of Digital Marketing on Clothing Sales . *International Journal of Business, Law, and Education*, 5(2), 1630 - 1635. <https://doi.org/10.56442/ijble.v5i2.674>.
3. Sangwan, P & Kumar, P (2024). Influence of Digital Marketing Capabilities on the Performance of Textile Industry SMEs. *Proceedings of the 2nd International Conference on Emerging Technologies and Sustainable Business Practices-2024 (ICETSBP 2024)*, 33–49. [doi:10.2991/978-94-6463-544-7_4](https://doi.org/10.2991/978-94-6463-544-7_4).
4. Prakasa, Y., & Jumani, Z. A. (2024). Linking digital capability to small business performance: the mediating role of digital business transformation. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2342486>.
5. Wang, F. (2020), "Digital marketing capabilities in international firms: a relational perspective". *International Marketing Review*, Vol. 37 No. 3 pp. 559–577, [doi: https://doi.org/10.1108/IMR-04-2018-0128](https://doi.org/10.1108/IMR-04-2018-0128).
6. Dhungana, D. P. (2024). Impact of Digital Marketing on Business Performance of Small and Medium Businesses in Birendranagar, Surkhet. *Journal of Nepalese Management and Research*, 6(1), 198–209. <https://doi.org/10.3126/jnmr.v6i1.72097>.
7. Romano, A. (2023). "Impact of Social Media Marketing on Fashion Industry in Italy," *International Journal of Fashion and Design, IPRJB*, vol. 2(1), pages 32-42.
8. Coherent Market Insights Pvt Ltd. (2026a). Digital textile printing market size and trends retrieved from: <https://www.coherentmarketinsights.com/industry-reports/digital-textile-printing-market>.
9. Coherent Market Insights Pvt Ltd. (2026b). Digital textile printing market size and trends retrieved from: <https://www.coherentmarketinsights.com/industry-reports/digital-textile-printing-market>.
10. Vaseem, A.Sh., Malik, P. K., Singh, R., Gehlot, A., Juyal, A., Ghafoor, K.Z., Shrestha, S. Implementation of Digitalized Technologies for Fashion Industry 4.0: Opportunities and Challenges, *Scientific Programming*, 2022a, 7523246, 17 pages, 2022. <https://doi.org/10.1155/2022/7523246>
11. Vaseem, A.Sh., Malik, P. K., Singh, R., Gehlot, A., Juyal, A., Ghafoor, K.Z., Shrestha, S. Implementation of Digitalized Technologies for Fashion Industry 4.0: Opportunities and Challenges, *Scientific Programming*, 2022b, 7523246, 17 pages, 2022. <https://doi.org/10.1155/2022/7523246>