



THE USE OF DIGITAL MARKETING STRATEGY IN THE ACTIVITY OF GARMENT AND KNITTING ENTERPRISES

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Abstract. The current article concentrates on the feature of digital marketing strategy, digital marketing technologies as well as it scrutinizes theoretical philosophies of digital marketing strategies and their use in garment, knitting, textile enterprises, At the same time, it studies the essential elements of digital marketing strategy needed in activity of garment, knitting and textile enterprises and the use of in fashion field and for their further development processes of the enterprises and fashion industry.

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

ТИКУВ-ТРИКОТАЖ КОРХОНАЛАРИ ФАОЛИЯТИДА РАҚАМЛИ МАРКЕТИНГ СТРАТЕГИЯСИДАН ФЙДАЛАНИШ

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Аннотация. Ушбу мақолада рақамли маркетинг стратегиясининг хусусиятлари, рақамли маркетинг технологияларига бағишланган бўлиб, рақамли маркетинг стратегияларининг назарий асослари ва улардан кийим-кечак, тикув-трикотаж, тўқимачилик корхоналарида фойдаланиш ҳолатига эътибор қаратилади. Шу билан бирга, кийим-кечак, тикув-трикотаж ва тўқимачилик корхоналари фаолиятида зарур бўлган рақамли маркетинг стратегиясининг асосий элементларини ва улардан мода соҳасида фойдаланиш ҳамда корхоналар ва мода саноатининг кейинги ривожланиш жараёнлари учун зарур бўлган элементларига эътибор қаратилади.

Калит сўзлар: рақамли маркетинг, рақамли маркетинг стратегияси, кийим-кечак, тўқимачилтк, мода.

ИСПОЛЬЗОВАНИЕ ЦИФРОВОЙ МАРКЕТИНГОВОЙ СТРАТЕГИИ В ДЕЯТЕЛЬНОСТИ ШВЕЙНО-ТРИКОТАЖНЫХ ПРЕДПРИЯТИЙ

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Аннотация. Данная статья посвящена особенностям стратегии цифрового маркетинга, технологиям цифрового маркетинга, а также анализирует теоретические основы стратегий цифрового маркетинга и их применение на предприятиях швейно-трикотажной и текстильной индустрии. Одновременно рассматриваются основные элементы стратегии цифрового маркетинга, необходимые для деятельности предприятий швейно-трикотажной и текстильной индустрии, а также её применение в сфере моды и для дальнейшего развития предприятий и индустрии моды.

Ключевые слова: цифровой маркетинг, цифровая маркетинговая стратегия, одежда, текстиль, мода.

Introduction.

An effective digital marketing strategy integrates all channels such as content creating process, SEO, PPC, and social media (SMM) with enterprises' objectives including garment, textile and apparel ones. Moreover, landing pages are crucial in the current framework as they convert campaign clicks into conversions and guarantee that a company's endeavors lead to significant outcomes. Digital marketing strategy serves as a clear plan for how a business will leverage online channels to achieve its objectives. It aids teams in maintaining focus by connecting business aims to particular online actions. Also, digital marketing strategy details which digital tools enterprises employ to reach customers including search engines, email, social platforms, and websites. It outlines what enterprises intend to accomplish and devises a step-by-step plan to achieve it (Dejnak, 2025). Additionally, the digital marketing strategy represents the strategy that a company's brand adopts to meet its marketing objectives, engage the target audience, and cultivate an online identity. This is typically achieved through a variety of digital marketing channels, from SEO and email to social media and paid advertisements. While a company's strategy is a broader synthesis of various elements that reflect the company's trajectory and aspirations, the digital marketing strategy offers a more precise roadmap detailing how to pursue that trajectory. Thus, it can encompass action items, timelines and other actions that have to be performed by enterprises including garment, knitting, textile ones and fashion field industries (Lada, 2026).

Literature review.

For garment, knitwear and apparel brands, digital marketing has generated a abundance of diverse data, encompassing transaction logs, viewing habits, and social engagement across various platforms. Thus, this varied and multi-dimensional information complicates managerial decision-making (Mariani and Baggio, 2022 as cited in Li, and Li, 2026). In the absence of a structured IRM and decision support system, digital marketing data frequently remains underexploited, consequently hindering effective strategic resource distribution. Recent research in information systems and digital marketing (e.g., studies conducted from 2021 to 2024) has enhanced the application of analytics and AI-driven tools for performance forecasting, customer segmentation, and campaign enhancement. However, the majority of these studies primarily regard digital marketing data as analytical inputs or predictive indicators, rather than as organizational information assets that necessitate systematic management, integration, and governance. In the multi-channel digital marketing context, garment, knitting and apparel enterprises typically faces the challenge of selecting between various resource allocation strategies; additionally, these diverse strategies often appear uncertain and ambiguous regarding costs, reach, user engagement, and conversion impact (Li & Li, 2026).

As the number of Internet users and data continues to surge, various industries are increasingly recognizing and utilizing the value of digital marketing. Digital marketing predominantly encompasses the strategy of promoting products and services through digital communication channels. In a wider context, it embraces not just Internet-based communication methods but also mobile communications and outdoor digital advertising. In the age of big data, digital marketing places significant focus on extracting insights from the vast data surrounding consumers, aiming to comprehend user needs and subsequently deliver tailored and cross-platform marketing solutions. In particular, the garment, clothing brand ZARA can market fashion garments that align with current trends in a span of ten to fifteen days (Barnes & Lea-Greenwood, 2006 as cited in Liu, & Zhang, 2019), thanks to its comprehensive supply chain system. Production units utilize optical reading technology to process over sixty thousand garments each hour. At the INDITEX headquarters, there is a dual-lane express cross-docking center that functions as a garment transit hub, operating with remarkable speed and efficiency through advanced information systems. ZARA also leverages IT information systems

in its operations for effective information utilization and sharing, which guarantees the rapid collection of market data, design scheme decision-making, inventory management, production scheduling, and distribution. Another instance is Unique Clothing Warehouse that has emerged as a prominent name in the world of fast fashion. Exceptional quality and affordable pricing define its essence, allowing customers to acquire stylish and versatile pieces at budget-friendly rates. The offerings from UNIQLO feature minimalist designs, precisely what we seek amidst the pressures of daily life. Furthermore, UNIQLO has ventured into the fashion arena. Employing a strategy centered on localized advertising, UNIQLO refreshes its image representatives each year, selecting well-known stars that resonate with current trends (Liu, & Zhang, 2019). The objective of digital marketing is to build relationships between consumers and enterprises through social media, enabling the flow of information and dialogue between them (Nicole & Roderick, 2012 as cited in Ramadhan et al., 2025). Such marketing initiatives can be accomplished by maximizing digital media and technology, allowing for enhanced engagement between enterprises and prospective clients (Sawicki, 2016, as cited in Ramadhan et al., 2025). A digital media platform that can be integrated into digital marketing strategies is TikTok, which has shown to be extensively utilized for promotional activities (Harris Salim et al., 2024 as cited in Ramadhan et al., 2025). Use of social media platform allows businesses to convey their products, services, corporate identity, and various other offerings with ease. At present, several types of social media platforms are accessible online, including TikTok, Instagram, Facebook, Twitter, and numerous others (Andi Aldin Alafghani Sofyan & Dadan Mulyana, 2024, as cited in Ramadhan et al., 2025). The evolution of ICT has revolutionized marketing techniques, especially in the fashion, garment sector. The digitization of media has propelled the rise of innovative marketing strategies, such as affiliate marketing, which uses social media platforms to connect with consumers more efficiently. One platform that has rapidly ascended in the current pattern is TikTok, which provides a new mode of shopping online through its TikTok Shop feature (Hasan Ajali, Yuli Harahap, 2024 as cited in Ramadhan et al., 2025). The convenience of the current technology has also motivated customers to explore business opportunities in the online fashion world, simplifying the shopping experience through e-commerce platforms (Ramadhan et al., 2025). In today's digital world, fashion labels have an extensive range of resources in promoting sustainable fashion among young consumers. The most effective approaches focus on crafting genuine, transparent, and captivating content that aligns with the values of the younger demographic. By utilizing platforms popular with young people, such as social media, blogs, and email marketing, brands can successfully share their sustainability efforts and motivate eco-conscious behaviors (Miguel & Miranda, 2023, as cited in Ridho et al., 2025). Notably, strategies like influencer marketing, social media interaction, content creation, search engine optimization (SEO), and tailored communication have demonstrated remarkable effectiveness in advancing eco-friendly fashion. Digital marketing entails a plethora of methods and technologies designed to connect with consumers through online channels, social platforms, and mobile applications (Rosário, Lopes & Rosario, 2023 as cited in Ridho et al., 2025). These venues are crucial for fashion brands aspiring to convey their sustainability principles and connect with younger audiences. Particularly, social media provides visually engaging, interactive spaces that are perfect for promoting eco-fashion. On the other hand, influencer marketing utilizing customers who convey relatable and authentic narratives has shown to be especially efficient in increasing awareness and building trust (Vilkaitė-Vaitonė, 2024, as cited in Ridho et al., 2025). At the same time, namely, green fashion, also known as sustainable fashion, pertains to the design, production, and consumption of apparel in an environmentally friendly and resource-efficient manner. The current approach and initiative aims to lessen the adverse effects of the fashion industry on the planet by utilizing sustainable materials and minimizing waste (Ridho et al., 2025). In particular, recent research concerning Indonesian MSMEs highlights digital marketing as a pivotal element in enhancing competitiveness during the era of digital transformation. In

the world of fashion-sector Micro, Small, and Medium Enterprises (MSMEs), (Andini & Prasetyo (2021, as cited in Muldiani et al., 2026) demonstrate that leveraging social media and online marketplaces not only expands their customer reach but also fosters consumer loyalty through ongoing digital interaction. Arianto (2020) points out that inadequate digital literacy, a limited grasp of social media algorithms, and a lack of capability to create quality content are the primary challenges obstructing the effectiveness of digital strategies as cited in (as cited in Muldiani et al., 2026). These insights are pertinent to the situation of Ruth Textile MSME, which continues to rely on traditional advertising and its existing customers, in contrast to Modis Textile and Kings Textile, which are regarded as MSMEs with a high level of digital engagement, successfully employing various digital platforms to boost visibility, interaction, and consumer retention. (Muldiani et al., 2026).

Research methodology.

As concerns for the methodology that has been utilized in the current paper then it can be highlighted as published sources from academic, scholarly literature, as well as inductive approach method to describe a variety of data provided, discussed in the current article. Thus, advancements in digital marketing strategies are crucial for the garment, knitting, apparel, textile sectors, and the fashion world, particularly in the rapidly changing fashion world, where the garment, knitting sector maintaining a key role. Thus, the knitting, apparel, textile sectors, and fashion industry have started to integrate digital technologies into product delivery and customer interaction processes, leveraging digital marketing advancements such as social media marketing, search engine optimization and other digital marketing elements to strive for broader customer bases by excelling a variety of digital marketing strategies.

Analysis and discussion of results.

The worldwide market for digital clothing was appraised at \$498.7 million in 2021, and it's anticipated to soar to \$4.8 billion by 2031, with a CAGR of 26.4% from 2022 through 2031. "Digital clothing" can be described as a computer-generated image that closely mirrors actual clothing. This form of attire is made entirely without physical materials, such as textiles. Rather than using traditional fabrics, these garments are crafted through advanced computer technologies and 3D rendering software. Digital fashion creators aim to conceptualize, display, and assess clothing attributes within a virtual environment.



Figure 1. Digital content creation as an application area to grow with impressive CAGR
Source: (Allied Market Research, 2022)

Expertise in material science, manufacturing techniques, ergonomics, and anthropometric data, along with proficiency in specialized software and tools, is essential in the field of digital fashion design. The digital clothing market is projected to experience significant growth over the forecast period, driven by the emergence of the metaverse and an increasing appetite for eco-friendly clothing.

The process of crafting ideas and gathering information from any mainstream media in specific contexts is referred to as digital content creation. Examples of digital content creation encompass audio or video files, text, images, and graphics. Moreover, it allows the business to engage with visitors to its website, fostering brand growth and enhancing the demand for content creation.

Digital content creation as provided in Figure 1 is playing a crucial role in transforming the fashion industry, influencing trendsetting and accelerating the adoption of the digital apparel market. Additionally, it facilitates interaction with website visitors, fostering brand expansion and enhancing the necessity for content generation. Digital content creation has been crucial in reshaping the fashion industry, influencing trendsetting and accelerating the uptake of the digital garment, apparel and textile market.

Discussion.

Crucial insights are derived from specific sectors of markets, particularly in research and development (R&D), quality enhancement, and innovation. Consequently, a digital marketing strategy is essential for garment and knitting businesses, as illustrated in Figure 2, which emphasizes interconnected elements of social media marketing and other aspects. Moreover, the electronic transmission of information, relationships among garment and textile companies, digital marketing tactics, digital goods and services, social media platforms, and the digital marketplace are highlighted. The current figure stems from the study of Social media marketing marketing and the process of developing digital marketing strategies.

Hence, the garment and textile enterprise has a dedicated department where research and development, along with quality assurance and innovations in garment products, are executed (1, 2). Subsequently, through the digital marketing strategy, information and electronic communications concerning the products and services of the garment and textile business are disseminated through SMM platforms (3, 4, 5, 6, 7, 8).

The effects of SMM platforms manifest in the form of digital impact on online customers, establishing digital public relations, conducting promotional activities online, eWOM, and the process of online ordering or sales (9, 10). As a result, customers within the digital market receive electronic messages and digital information in various formats.

After processing the digital information, feedback is generated online, which is not exclusively directed toward the garment and textile enterprise and remains accessible to other customers. Conversely, this online feedback can be readily available to the garment and textile company, allowing quality control of garment, knitting, and textile products, as well as research and development of digital garment and knitting offerings and innovations in garments (11, 12).

Creating buyer or customer personas can represent those most likely to purchase garment products, serving as hypothetical profiles that a garment and knitting business aims to connect with through digital marketing messages to boost revenue and sales. The process of developing buyer personas can be based on purchasing preferences, needs, and demographic characteristics of the target market (Aliev, 2026).

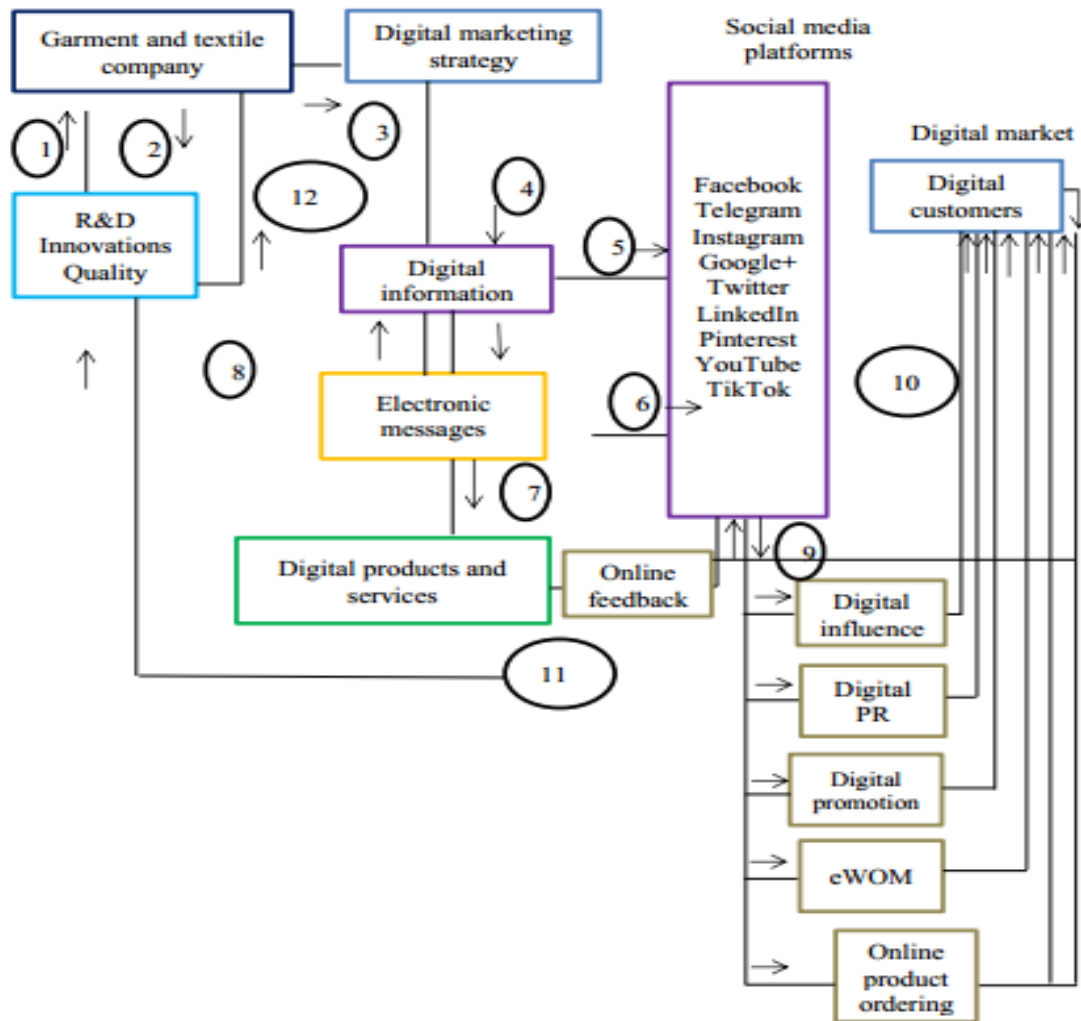


Figure 2. The mechanism of the use of digital marketing strategy in garment and textile enterprise

Source: (Aliev, 2026).

Conclusion and suggestions.

A digital marketing strategy is crucial for enhancing the business processes of garment and knitting enterprises, as well as the fashion industry. Utilizing digital marketing tools such as social media promotion, search engine optimization, 3D technologies, electronic word-of-mouth, and other digital marketing components is strongly linked to improved key performance indicators in garment and knitwear production and fashion. This includes increased social media engagement and higher customer acquisition rates. Additionally, these digital marketing tools aid in crafting customer-centric strategies.

Garment and knitwear clothing businesses, textile companies, and the fashion sector heavily rely on digital marketing strategies to improve customer engagement and drive sales through various online channels, including social media marketing platforms, online marketplaces, e-commerce activities, and digital public relations for garment and fashion by enhancing online buying experiences. Enterprises in the clothing, knitting, and textile industries that adopt these technologies typically see increased engagement and higher revenues. The incorporation of such digital marketing innovations facilitates personalized experiences, rapid reaction to trends, and direct communication with customers.

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