



THE CHARACTERISTICS OF USING DIGITAL MARKETING TECHNOLOGIES IN GARMENT AND KNITTING, TEXTILE ENTERPRISES

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Abstract. The current article focuses on the characteristics of digital marketing technologies, digital technology and the scrutinizes conceptual frameworks of digital marketing technologies use in garment, knitting, textile enterprises, At the same time, it studies the elements of digital marketing technologies utilized in garment and textile enterprises, apparel industries as well as their contribution to fashion field and the use of digital marketing technologies in fashion area.

Keywords: digital marketing, digital technology, garment, textile, 3D modeling, fashion.

ТИКУВ-ТРИКОТАЖ, ТЎҚИМАЧИЛИК КОРХОНАЛАРИДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШ ХУСУСИЯТЛАРИ

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Аннотация. Ушбу мақолада рақамли маркетинг технологияларининг хусусиятлари, рақамли технологиялар хусусиятлари ҳақида сўз боради ва улардан кийим-кечак, тикув-трикотаж ва тўқимачилик корхоналарида фойдаланишнинг концептуал асослари таҳлил қилинади. Шунингдек, кийим-кечак, тикув-трикотаж ва тўқимачилик корхоналарида қўлланиладиган рақамли маркетинг технологияларининг элементлари, ҳамда, уларнинг мода соҳасига қўшган ҳиссаси ва ушбу соҳада рақамли маркетинг технологияларидан фойдаланиш кўриб чиқилади.

Калит сўзлар: рақамли маркетинг, рақамли технология, кийим-кечак, тўқимачилтк, 3D моделлаштириш, мода.

ХАРАКТЕРИСТИКИ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ НА ШВЕЙНО-ТРИКОТАЖНЫХ, ТЕКСТИЛЬНЫХ ПРЕДПРИЯТИЯХ

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Аннотация. В данной статье рассматриваются характеристики цифровых маркетинговых технологий, цифровые технологии и анализируются концептуальные основы использования цифровых маркетинговых технологий на предприятиях швейно-трикотажной и текстильной индустрии. В то же время, изучаются элементы цифровых маркетинговых технологий, применяемых на предприятиях швейно-трикотажной и текстильной индустрии, а также их вклад в индустрию моды и использование цифровых маркетинговых технологий в этой области.

Ключевые слова: цифровой маркетинг, цифровая технология, одежда, текстиль, 3D моделирование, мода.

Introduction.

During the period of digital era the development of digital marketing technologies can be considered as quite vital for the almost all type of enterprises including garment, knitting production, apparel and fashion areas, Meanwhile, as the technology advanced platforms and digital marketing technologies comprise the elements such as search engine optimization, social media platforms, enterprise's website, three dimensional modeling, immersive technologies, customer relationship management platforms in order to gain more marketing share, create brand awareness and communicate closely with customers to gain the key competitive advantage in the dynamic markets as by adapting digital marketing technologies enterprise remain as more competitive in the markets.

Literature review.

In the era of modern digitization, the potential of digital marketing technologies within different enterprises including garment, knitting textile ones used to become more critical as well as the growing necessity and requirement for a deeper exploration of digital representations of business operations, encompassing marketing and commerce, by the means of Information and Communication Technology and suitable business-service information systems including electronic marketing, e-Commerce, CRM and others considered to be quite critical. Meanwhile, enterprises are able to leverage different digital marketing technologies, which can be manifested in three primary elements such as the first, online marketing (websites, emails, search engine promotions, and advertisements), as second, social media (social platforms, blogs, online communities, and discussion forums), and mobile marketing (SMS, applications). Additionally, some of the most recognized digital marketing technologies in use today broadly include the elements such as: Email marketing, Affiliate Marketing, Social Media Marketing - promotion on social networks Facebook, Instagram, Twitter, LinkedIn, Pinterest and Content marketing - content promotion and Pay Per Click, Google Ads, Facebook Ads, Instagram Ads, and Twitter Ads and most of which extensively used in the field of garment, knitting and textile industries. Moreover, it is important to highlight that fashion, as the key element of garment, knitting, textile and apparel industries sector, influences demand, shapes or designs products, and impacts sales directly. Indeed, as fashion becomes increasingly prominent among rising competition, and as altered products with reduced prices emerge, resulting in increment of sales and selective distribution, fashion marketing or advertising and digital marketing technologies only create favorable condition for the development of garment, knitting and fashion industries product offer to customers (Dimitrijevic et al., 2023).

Due to rapid change of technology at current the preferences, attitudes of customers tend to change as that requires from modern business in garment, knitting textile industry to draw more attention to digital technology implementation within business. Thus, one of the digital technologies in garment, knitting and fashion industry known as digital sublimation technology and it for instance, in home textile design merges household textile creation with cutting-edge digital advancements, fostering both scientific and artistic elegance while keeping resources and enabling a low-carbon production process. It is evident that digital technology holds a pivotal position in the garment, home textile sector and design, yielding significant economic and societal advantages. Particularly, home textiles and their accompanying designs represent a distinct form of artistic creation, differing in function from other design categories. As the current field blend artistic elegance and fashion with digital technology. The aesthetic style, production parameters, and practical uses of home textiles and their related designs are shaped by their form and structure. By integrating materials, structure, form, technology, color, and texture with the application of digital technology, a cohesive and harmonious effect can be achieved. As consumers are inspired by visual appeal and aspirations for an improved lifestyle, the household textile products designed acquire both value and attraction from customers (Han and Yu, 2020). Recognized for its continually evolving pattern, the garment, knitting, textile and

apparel sector has undergone a transformation in recent years, primarily due to the increment of digital marketing. The widely spreading of digital technology and the extensive use of social media has empowered brands to connect with consumers in ways that once seemed for being infeasible. Social media platforms, e-commerce sites, influencer marketing collaborations, and tailored digital initiatives have altered not only the manner in which fashion and garment, knitting textile products are marketed but also the purchasing behavior of consumers. As digital platforms continue to expand, enterprises of garment, and apparel production should adapt to new digital marketing strategies to sustain their position in the global market. The rising expectation for sustainability within the garment, knitting and apparel industry allows brands to directly convey value to consumers. The study conducted by Sahai, Goel, Venaik, Garg indicate that the internet has revolutionized the garment, apparel sector and fashion field, making online shopping more accessible but initially, majority were doubtful about purchasing garments and footwear without trying them first. At current, as online shopping becomes more prevalent, competition has intensified, making customer loyalty increasingly challenging to preserve. To encourage repeat purchases from customers, fashion retailers, garment, knitting product producers need to emphasize convenience, diversity, personalization, and trustworthiness. Approaches such as targeted marketing, loyalty incentives, secure transactions, and prompt delivery help to establish a smooth shopping experience, ensuring brands remain competitive and foster enduring customer relations in long run (Singh, and Nandagopalan, 2025).

The significance of digital marketing is quite critical in the area of fashion marketing. The fashion represents a worldwide industry with a multifaceted framework that functions on several layers to connect everyone, from designers to customers who simply buy clothing due to the necessity. The digital age delivers a world of options straight to consumers' front doors with a single click. The increasing prevalence of the internet, along with numerous fast digital marketing channels and technologies and due to close communication with enterprises customers became more educated and aware of the value customers anticipate in return for their spending. Thereby, digital marketing mostly known as a type of direct marketing that links buyers with sellers electronically via interactive technologies such as email, websites, social networks, online forums, as well as news groups, television, mobile communication and others. Digital and social media have transformed advertising and promotional strategies into more interactive and engaging experiences. The main goals of digital advertising are to enhance awareness, convey information, persuade, and stimulate consumer interaction with the brand. Ultimately, the primary objective is to drive sales for garment, knitting, apparel and textile products. (Purwar, 2019). Digital marketing holds a vital position in contemporary brand development, customer engagement, and relationship building with customers. The garment, knitting production and fashion sector, as the goodwill of cultural wealth, innovative creativity, and ongoing transformation, has consistently been considered a standard of societal growth trends. Recently, the fast advancement of digital technologies has hastened the trends of garment, fashion industry's fast evolution, which was already quite rapid. With the extensive use of digital technologies across all aspects of the garment, fashion sector, the quick rise of e-commerce platforms, the widespread engagement of social media networks, and the sophisticated application of big data analytical technologies, modern fashion brands have discovered new methods to identify, interact with, and retain their customers. Thus, digital marketing has transitioned from being an additional marketing approach to becoming a fundamental marketing strategy in contemporary brand development, customer engagement, and customer relationship building process. (Li, 2025). In today's digital era, fashion brands possess an extensive range of instruments to assist for sustainable fashion among the youth demographic. The most suitable strategies focus on crafting genuine, clear, and attractive content that aligns with the ideals of younger generations interested in garments field and fashion sector. By using platforms popular among youth, such as social media, blogs, and

newsletters, enterprise can effectively convey the brand message, sustainability efforts and motivate eco-friendly behaviors (Miguel and Miranda, 2023). Among these digital marketing technologies can be noted as influencer marketing, social media interaction, content creation, search engine optimization (SEO), and customized communication have proven especially effective in advancing green fashion. (Ridho et al., 2025)

Research methodology

For the methodology that has been utilized in the present paper can be characterized as the use of secondary data, published sources from academic literature, as well as inductive approach method to describe a variety of data discussed in the current article. Hence, digital marketing technologies play critical role within role within the garment, knitting apparel, textile enterprises and fashion area, principally the fast changing fashion area, garment field being at the dominant positions. Therefore, the garment, knitting, apparel, textile enterprises and fashion area have started to actively implement digital technologies within the product delivery, customer communication processes by using such digital marketing technologies as website building and involving customers to make visits to the enterprise's website, SEO, E-mail marketing, social media marketing platforms, 3D modeling of garments .

Analysis and discussion of results

The Global Digital Clothing Market is anticipated as provided in Figure 1 to reach \$2.5 billion USD by 2028, conversely as it was only approximately \$260 million USD experiencing a market expansion of 26.6% CAGR throughout the projected period.

Digital clothing, apparel consist of intangible elements, lacking any tangible fabric, and is a computer-generated representation crafted to closely resemble actual real-world garments. These outfits utilize 3D modeling software and digital technology, rather than physical materials. The goals of digital fashion creators include producing, showcasing, and evaluating the attributes of attire within a virtual setting. At the same time, digital fashion design not only necessitates the use of specialized software and tools but also demands knowledge of materials science, ergonomic principles, production technologies, and anthropometric data. The domain of digital fashion has recently surged from obscurity to become one that is rapidly flourishing at present moment. Moreover, with the growth in the metaverse's evolution and the increasing demand for sustainable, eco-friendly garment, knitting products and apparel are expected to drive noteworthy expansion in the digital clothing sector during the projected period of forecast. For customers who typically wear clothes solely once for social media platforms, digital apparel serves as a viable alternative. A digital wardrobe could be a more eco-conscious choice than purchasing a garment and assisting the fast fashion.

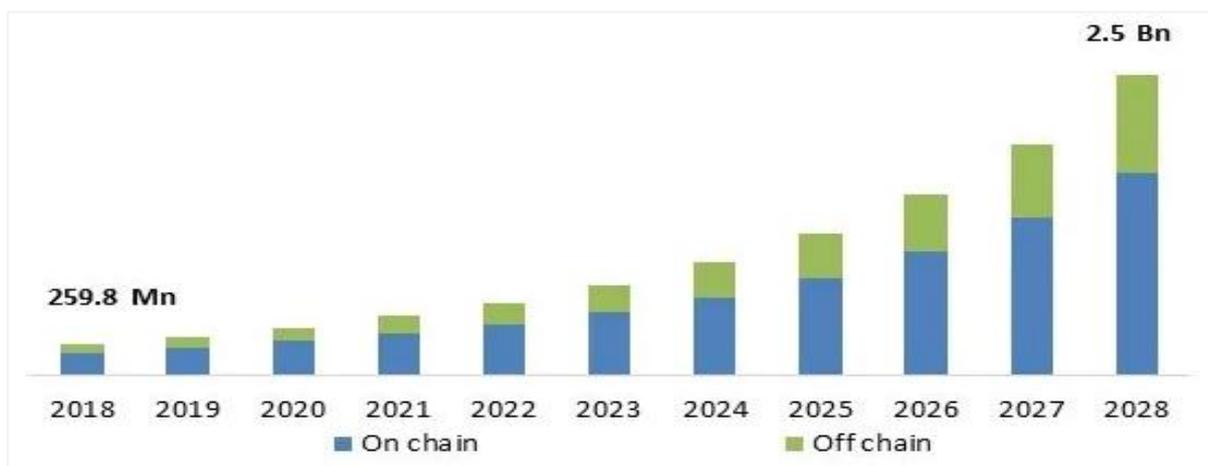


Figure 1. Digital Clothing Market Size, by transaction, 2018-2028

Source: Digital clothing market. Analysis Market Size and Future Outlook (KBV Research, 2023)

The apparel sector plays a crucial role in global carbon emissions annually and poses serious threats to the environment. The pollution generated by these staggering numbers rivals that of all emissions from international flights and marine transportation. Regarding technology, the digital fashion sector is categorized into 3D modeling tools, blockchain technology, artificial intelligence, and additional resources. The 3D modeling tools segment captured a significant portion of revenue in the digital fashion market particularly, in 2021. Professional fashion designers find 3D or known as 3 dimensional technologies hugely attractive. Designers are required to employ 3D modeling software to craft the garments and accessories they intend to prototype or manufacture, in order to fully get the benefit of the current technology. The fashion industry is particularly drawn to these subjects due to the rendering and visualization capabilities offered by these 3D applications.



Figure 2. The best way to do digital marketing for textile industry

Source: Digital Marketing For Textile Industry (Infinityhub, 2026)

Discussion. The demands for garment, clothing and textiles are increasing within day by day. The complete value chain of the textile sector, spanning from fabrics to finished garments as provided in Figure 2 involves an extensive production process. Nevertheless, manufacturers and factory proprietors are working diligently to forge a solution that benefits all stakeholders. The pandemic brought about a significant decline for the industry. To recover from these losses, revamping digital marketing strategies emerges as the most effective approach. Digital Marketing for the garment, knitting enterprises and textile sectors is on the lookout for innovative concepts to enhance marketing and boost sales over time. Acquiring new customers can be quite challenging endeavor, but targeted outreach becomes simpler with firstly, a well-designed business website, SEO (Search Engine Optimization), content enhancement, social media marketing, and more. The format of digital marketing technologies and strategies has transitioned from so called traditional marketing approaches to digital marketing methodologies. In addition to products, services, and industry standings, connecting with customers through various channels can provide promising outcomes.

Conclusion and suggestions.

Modern garment, knitting producing enterprises, apparel, textile companies and fashion industry rely heavily on digital marketing tools to boost brand awareness, connect with customers, and increase sales through different types of social platforms and online shopping. The garment, knitting, textile enterprises that utilize these technologies typically have experience the greater engagement and increased revenue. The incorporation of such digital marketing technologies facilitate customized experiences, quicker response to trends, and direct

engagement with customers, rendering them vital for sustained competitiveness in the garment, knitting production and fashion sector.

Digital marketing technologies for garment, knitting enterprises, for fashion and apparel fields can be organized as for instance positive influence on performance of the enterprises. The use of digital marketing technologies is directly linked to enhanced key performance metrics, which include increased brand visibility, improved social media interaction, and increased customer acquisition rates. Moreover, digital marketing technologies help to build customer centric strategies In particular, technologies such as big data analytics, and social media management empower garment, knitting and apparel production companies to understand customer behavior resulting in improved satisfaction and customized product offerings.

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