TIKUV-TRIKOTAJ, TOʻQIMACHILIK MUHITIDA RAQAMLI MARKETING TEXNOLOGIYALARI

BASICS OF DIGITAL MARKETING TECHNOLOGIES WITHIN THE CONTEXT OF GARMENT, KNITTING TEXTILE ENTERPRISES

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DOI: https://doi.org/10.5281/zenodo.23279558

ANNOTATSIYA

Ushbu maqola raqamli marketing texnologiyalarining asosiy jihatlariga, xususan, kichik, mikro va oʻrta biznes korxonalarшда ijtimoiy tarmoqlar, qidiruv tizimini optimallashtirish (SEO), qidiruv tizimi marketingi (SEM) va boshqa vositalardan foydalanish masalalariga qaratilgan. Shuningdek, unda tikuv-trikotaj va toʻqimachilik korxonalari hamda moda sohasida qoʻllaniladigan raqamli marketingning ayrim konseptual vositalari tahliliga e'tibor qaratiladi.

Kalit soʻzlar: Raqamli marketing texnologiyalari, raqamli platformalar, tikuvchilik mahsulotlari, toʻqimachilik, moda

ABSTRACT

This article focuses on key aspects of digital marketing technologies, particularly their use by micro, small and medium enterprises, including social media, search engine optimization (SEO) and search engine marketing (SEM). It also examines selected conceptual digital marketing tools used by garment and textile enterprises and in the fashion industry.

Keywords: Digital marketing technologies, digital platforms, garment, textile, fashion

Renowned for its ever-evolving trends, the garment, textile and fashion areas and industries have undergone a shift in recent years, primarily due to the advent of digital marketing. The spread of digital marketing technologies and the extensive use of social media have allowed brands to engage with consumers in ways that were once believed unattainable. Social media platforms, online commerce sites, influencer collaborations, and tailored digital campaigns have transformed not only the sales approach of fashion and textile products but also the purchasing patterns of consumers. As digital platforms continue to expand, companies have to evolve their marketing strategies to remain competitive in the global marketplace. The growing emphasis on sustainability within the fashion industry has enabled brands to convey their value directly to consumers. According to the study of Singh & Nandagopalan, (2025) Social Media Platforms such as Instagram, Facebook, YouTube were predominantly chosen as the top channels for promoting fashion and textile. Search Engine Optimization (SEO) and Email Marketing with significantly less

preference. Images and videos of products, partnerships with influencers, and testimonials from customers were noted as the most captivating types of content [Singh & Nandagopalan, 2025].

Certainly, not all MSME Micro, Small, and Medium Enterprises are equipped to fully adopt digital marketing technologies. Previous studies have identified significant gaps in digital proficiency, a lack of comprehension regarding digital platform algorithms, the way digital marketing technologies use, and limited skills in creating visual content as primary barriers to MSME Micro, Small, and Medium Enterprises digital transformation including in the field garment, knitting and textile enterprises. Research by Handayani & Rahmawati (2022) reveals that many vendors in traditional marketplaces encounter technical and operational challenges during the initial phases of digital integration, leading to an inconsistent trajectory in adopting digital tactics. In Indonesia's context, preliminary research indicates that while some MSMEs actively engage with social media, others remain entirely dependent on traditional marketing methods and existing clientele. This scenario results in a disparity in competitiveness among businesses operating within the same geographical environment. The current situation signifies the necessity to thoroughly explore how textile MSMEs in Indonesia utilize digital marketing and the impact of that utilization on consumer behavior. Nevertheless, research addressing the use of digital marketing in textile MSMEs within traditional marketplaces remains limited, particularly studies that connect digital strategy with the processes of purchasing decisions and the formation of word-of-mouth simultaneously. The majority of existing research emphasizes elements of technology adoption or the effectiveness of digital promotion in separation, thereby weakening to present a holistic view regarding the amalgamation of digital strategy with consumer behavior in the textile industry [Muldiani et al., 2026]

Moreover, digital media channels have profoundly transformed the way customers shop. New purchasing methods such as electronic commerce and live broadcasting, allow customers to instantly access fashion insights and finalize buying choices directly through the platform, significantly streamlining the shopping experience. Concurrently, digital media channels have boosted consumer involvement by fostering enhanced interaction between consumers and brands. The emergence of user-generated content (UGC) and the influencer market has further cemented the bond between consumers and brands. Furthermore, digital media channels assist fashion labels in crafting and conveying their brand identity and by collaborating with Kols known as key opinion leaders and influencers, brands can swiftly elevate their exposure. Tailored marketing has similarly become a key strength of digital media channels where brands employ data analytics for precise marketing to cater to consumers' unique preferences and offer personalized suggestions and services, thus improving the shopping experience and fostering brand loyalty. In particular, digital media channels have rushed the worldwide spreading of fashion culture, enabling diverse fashion cultures from various regions to influence one another these platforms, which may pose challenges for smaller brands striving to survive, giving rise to varied fashion trends. Simultaneously, fashion brands are striving to keep a balance between globalization and localization, with digital media platforms facilitating brands to achieve cultural adaptation across different markets through precise data analysis and localized marketing strategies, ensuring global uniformity while catering to the preferences of local consumers.

Moreover, digital media channels have given rise to new business models such as social e-commerce and live streaming sales, reshaping the fashion industry's distribution methods and allowing brands to connect more directly with consumers. The direct-to-consumer (DTC) model has also gained traction, as brands eliminate traditional intermediaries to engage directly with consumers through digital platforms, enhancing sales efficiency and fostering customer loyalty, while also contending with challenges like supply chain management and brand trust. [Wei, 2025]

At the same time, digital marketing technologies present numerous possibilities and development capabilities. According to Arianto (2020), as cited in Sangwan & Kumar (2024). insufficient digital literacy, a limited grasp of social media algorithms, and a lack of capability to create high-quality content are the primary barriers impacting the success of digital strategies. These observations are pertinent to the situation of Ruth Textile MSME, which continues to rely on traditional marketing and repeat customers, unlike Modis Textile and Kings Textile, which are recognized as MSMEs with advanced digital proficiency due to their capability to leverage multiple digital platforms for enhanced visibility, interaction, and customer loyalty. Namely, study by Sangwan & Kumar, (2024) revealed that digital marketing strategies are vital in influencing consumers' initial perceptions of an MSME's Micro, Small, and Medium Enterprises within garment, textiles, trustworthiness and professionalism. Nearly all participants indicated that they consistently conduct information searches through digital channels before physically visiting the store. This behavior is exemplified by a consumer remarking, for instance checking Google Reviews beforehand, as that's the most persuasive before attending store. This aligns with insights from MSMEs Micro, Small, and Medium Enterprises such as Chandan Textile and Kings Textile, where frequent updates and live-streaming efforts resulted in significant increases in both customer flow and sales volume. In contrast, MSMEs Micro, Small, and Medium Enterprises with limited digital engagement, such as Ruth Textile, seem to depend more heavily on previous customers and conventional word-of-mouth methods, leading to a significantly narrower reach. [Sangwan & Kumar, 2024]

Digital marketing technologies account for the crucial aspect of contemporary marketing that assists businesses including garment, knitting and textile enterprises in achieving superior marketing outcomes in the digital era. To enhance and elevate the effectiveness of digital marketing, garment, knitting and textile can undertake the following actions: refining target demographics. Digital marketing necessitates a well-defined target demographic, and businesses including garment, knitting and textile can gain insights into the preferences, requirements, and behavioral patterns of their audience through data analysis, allowing them to develop more precise marketing strategies. Digital marketing calls for high-quality content, and companies can augment user experience and appeal by enhancing the format of content such as writing, visuals while incorporating innovative and engaging elements into the material. Social media stands as a key role for digital promotion. Garment, knitting and textile can engage with users through social platforms, including responding to comments and sharing user-generated content, to bolster user loyalty and brand recognition [Tan, 2023].

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