



КОРХОНАЛАРНИ РИВОЖЛАНТИРИШДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШНИНГ РОЛИ

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Аннотация. Илмий мақолада рақамли маркетинг технологияларининг назарий, концептуал асослари, шунингдек, уларнинг моҳияти ва корхоналарда фойдаланиш жараёнлари ҳақида сўз боради ва тўқимачилик, тикув-трикотаж тармоғига қаратилган. Бундан ташқари, унда тўқимачилик, тикув-трикотаж тармоғининг статистик кўрсаткичлари тавсифланган, иш жараёнларини соддалаштириш мақсадида корхоналар фаолияти учун электрон ва интеграциялашган рақамли платформа модели таклиф этилган.

Калит сўзлар: рақамли маркетинг, электрон маркетинг, рақамли маркетинг трансформацияси, электрон технологиялар, электрон тижорат, тўқимачилик, тикув-трикотаж соҳаси, рақамли маркетинг технологиялари.

РОЛЬ ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В РАЗВИТИИ ПРЕДПРИЯТИЙ

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Аннотация. Научная статья иллюстрирует теоретическую, концептуальную основу цифровых маркетинговых технологий, а также их сущность и процессы использования на предприятиях, уделяя внимание к текстильной, швейно-трикотажной отрасли. Кроме того, в нем описывается статистические показатели текстильной, швейно-трикотажной отрасли, а также предлагается модель электронной и интегрированной цифровой платформы для деятельности предприятий по упрощению рабочих процессов.

Ключевые слова: цифровой маркетинг, электронный маркетинг, цифровая маркетинговая трансформация, электронные технологии, электронная коммерция, текстиль, швейно-трикотажная отрасль, цифровые маркетинговые технологии.

THE ROLE OF USING DIGITAL MARKETING TECHNOLOGIES IN DEVELOPMENT OF ENTERPRISES

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Abstract. The current scientific article illustrates for theoretical, conceptual frame of digital marketing technologies, their essence and usages processes in enterprises by giving primary focus on textile, garment and knitting field. Also, it describes for statistical indications of textile, garment and knitting manufacturing industry as well as suggests for the electronic and integrated digital platform model for the business enterprises' activities in creating ease of the working processes.

Key words: digital marketing, emarketing, digital marketing transformation, electronic technologies, e-commerce, textile, garment and knitting field, digital marketing technologies.

Introduction. In today's dynamically challenging, advancing and emerging business surroundings and technologies many of the successful enterprises, companies being that small, medium or large have begun to develop specific digital marketing strategies in order not to definitely lose the market share, market positions and by gaining sustainable competitive advantage among their competitors. World giant companies, in particular Amazon.com., E-bay or Aliexpress, have already implemented overwhelming digital marketing strategies in reaching both local and international customers. In particular, Amazon.com is accounted to be as world giant in e-commerce of the products

and has its own affiliate marketing system and programme by providing a good commission to each affiliate that brings a fresh customer to its web platform in promoting its products on online basis. In the line with other online giants, textile, garment and knitting based enterprises have also to draw great attention into online business management processes both in satisfying the needs and wants of the customers and building fruitful and partnering relations with suppliers, customer and even competitors as well.

Advanced digital platforms and technologies have always helped to majority of the enterprises in attracting more and new customers, delivery of

products on time by making the great ease in the working process by decreasing the paper work process, absence of out of stock occurrences and developing effective feedback and working systems among employees, workers of the enterprise and saving time greatly. Therefore, the development of digital marketing technologies are really crucial for business enterprises in effectively managing the workflow process in order to reach quite much percentage of the income rise of the enterprise. Alternatively, there were a number of orders, laws, decrees and resolutions such as the strategies "On Strategy of Development of New Uzbekistan in 2022-2026"[1], "The Law of Electronic Commerce of Uzbekistan"[2], "On Approval of the Strategy "DIGITAL UZBEKISTAN 2030" and measures for its successful implementation"[3], issued by the Head of Republic of Uzbekistan, for the consolidation of current fields.

Literature review. There were quite many researches that had been undertaken by numerous scientists in the wide variety areas of marketing and at the same time in the field of digital marketing. Thereby, as the technology started to develop over time the term of digital transformation has into the practice of majority of businesses and their activities as Digital transformation can be described as an activity in organizing around customer and putting the customer at the centre of the universe McGovern, G [4]. Thus, enterprises should follow the trend rather than committing and chasing the digital transformation itself as the ultimate goal is to satisfy the needs of customers. For any organization that focuses on digital transformation the transformation should include the criteria of being organization wide, should be clearly understood by everyone within enterprise, involve individuals within an enterprise, being not forced and cultural oriented. Digital transformation includes the elements of reverse marketing, big data, Internet of things, automation of business processes. Charlesworth, A [5].

Digital marketing may greatly assist a business which is customer led, where the customer takes part through a stable dialogue, a dynamic dialogue, by expressing interests and requesting products and services, making suggestions of improvements and providing feedback where the customers drive the business and accounted as important part of the business and any type of enterprises. Simply saying digital marketing is marketing in online basis through web sites, mobile applications, online ads and emerging platforms. It does involve the process of getting close to customers, understanding them better and building rapport based dialogue with them. Digital marketing is much broader field rather than e-commerce where the processes are limited to transactions among enterprises, companies

with their stakeholders and all processes directly related to marketing and its complex components. Chaffey, D. & Smith. PR [6].

Alternatively, the term of e-marketing is broadly used by scientists in the field of textile and apparel. In the current field e-marketing refers to using digital technologies in order to sell products by using marketing tools regardless of business, enterprise sizes. In organic textile sales e-marketing helps to educate customers unaware of products that textile enterprises sell and provides information about different aspects of organic textiles. E-marketing strategies form personalized and undisturbed communication between the textile enterprises and their customers by using emerging communication tools of digital marketing and data networks. Digital marketing tools help to overcome barriers over value chain and dominate over traditional marketing where customers make purchases over the counter. Organic textiles and other related information are all available in companies' web site it gives the confidence to customer to get notified and get more information online. Customers may require the best organic textiles in terms of durability, attraction and availability over conventional textiles and in that case the tools of e-marketing and digital marketing help with those challenges customers face. Abrar, M. et al. [7]

Majority of enterprises including textile based ones require for the use of digital marketing technologies and in textile enterprises known as e-marketing due to lack to lack of integration with e-marketing technologies. As very few textile enterprises market products electronically. Success of textile industries e-marketing performance depends on continuous assessment. E-marketing creates good convenience over traditional one as it is 24 hours available a day any particular customer can buy textile online being at home, anyone can actually match value of prices and products they want to buy online and as online shops can reach any corner in the world with help of internet. Enterprises, companies can touch its customers easily through internet channels without any physical channels, the displays in textile clothes can be seen easily by using 3D technologies for the ease of customers. The efficiency of marketing campaigns can be measured by a test of frequency of website visits and response rates to e-mail messages that contains digital marketing message as it an ease over any conventional marketing strategy in reaching huge audience and is very effective in B2B businesses of textile industries in communicating with stakeholders and suppliers Choudhury, S [8].

Digital marketing includes many elements used in textile industry and being quite successful including QR system that is quick response including bar codes that is consumer-driven point of sale

system and which allows to make comparisons of buyer forecasts, pre-season orders with customers actual preferences as that helps to reduce out of stocks, making correct order planning eliminating markdowns. Another technology is RFID radio frequency identification including manufacturer's ID, SKU, product unique code as that protects designers from counterfeiting, work in process, delivery right on time processes. CAD and CAM systems are also very important in textile enterprises as computer aided design and computer aided manufacturing assist in better communication and integration among product development systems as CAD systems in particular, hugely influence on merchandise planning of retail buyers, while designer or buyer close to season the more accurate forecasts of style demand. Web Product Document Management WebPDM is another effective digital marketing tool which assists to design, costing, engineering and production by supporting instantaneous messaging within textile enterprise itself and with global partners, suppliers and which cost and time efficient tool for textile enterprises Bae, J & May-Plumlee, T [9].

Online marketing channels considered as being crucial in building and reinforcement processes of brands and reaching huge increment in sales of products and services. Alternatively, data about potential and current customers allows to rise the conversion rate, in reaching through promotional messages or public information about enterprises including textile based ones. Online textile newsletters fulfill the current tasks, in particular, rising brand credibility, providing information to customers about recent product updates, undertaking online ordering process and obtaining customer feedback which is really essential for development of the company and at the same time collection of feedback from customers regarding products and services is crucial and essential Caescu et al [10].

Alternatively, in line with international scientists in the field of digital marketing that have already been mentioned, quite resourceful contributions were made to the current area from local scientists such as Abdukhalilova L.T [11, 12], particularly to the field of internet marketing and digital marketing, the scientist Abdukhalilova L.T drew attention on the development processes and stages in internet marketing field by describing core definitions and elements included in that field and broadly provides description how particularly each element is used in enterprise's and company's development processes as the field of internet marketing itself is considered as inseparable part of digital marketing. The scientists such as Ergashkhodjaeva, Ikramov, Yusupov [13, 14, 15], for instance, have studied the current area from the perspective of

marketing itself and by concentrating on markets and demand development processes in the market and different market conditions. In particular, Ergashkhodjaeva uses the term innovative marketing and thus, suggests for the innovative approach in marketing by using mobile technologies in the marketing processes of banking sectors and banking services that pays significant attention to develop customer focused banking services. However, using digital marketing elements, for instance, digital marketing technologies in the field of textile and apparel, light enterprises and digital marketing platforms for textile enterprises' ease of management of the online operations and working operations have not yet been studied. Thus, the current article attempts to suggest some of them and that were mentioned as well.

Research methodology. The marketing field provides numerous visions in understanding customers' needs and wants by delivering good quality products and rendering services. The area of digital marketing involves using variety of digital technologies [16]. Also, the methods of secondary data analysis, induction and deduction were used. Consequently, in the current research article structural explanations of digital marketing have been demonstrated, statistical data provided by State Statistics Committee of Uzbekistan on the basis of textile field performance has also been illustrated and analyzed; the deductive research methods have been used as well.

There should be several elements necessary for marketing strategies and being part of digital marketing. Thereby, (Figure 1) clearly demonstrates Digital marketing elements containing optimization, paid media, Social Media Marketing, E-mail marketing, Pay per click, (SEO) Search Engine Optimization, Mobile marketing and others.

The beginning element is *Optimization* and that is considered to be one of the critical elements of digital marketing. Because by using it the customers can easily find textile products in B2C and find online about enterprises activities, products mainly in B2B but in B2C as well. Textile enterprises should make sure their companies name are appearing in top search results as that is crucial for actively competing companies in the same markets for same share.

Mobile marketing which has become quite popular among its customers, users and target audience. Textile companies should make sure that budget allocation for the mobile apps, SMS messaging, the website is directed correctly as with the increment of customer base the resources allocated may not be sufficient especially during some campaigns or textile exhibitions where customers have to be well notified regarding the current events.



Figure 1. 7 Must-Have Elements of Digital Marketing For Your Business[17]

Pay Per Click (PPC) is also considered as one of the crucial elements in digital marketing, in particular Bing Ads and Google Adword’s huge success is done through web based activities by involving customers to click on ads and increasing conversion rates. This element hugely assists in getting much traffic to visit textile website and right combination of branded key can build large difference in quantity of customers visiting textile companies’ web sites. Effective way can be reached through affiliate marketing activity as well.

Content marketing is equally important as other digital marketing elements as textile enterprise need to make sure the content in website of the enterprise is appealing, engaging and it can attract a lot of customers that are interested in products of textile enterprise and customers ready to spend much of their time to stay more on textile enterprise’s web site due to its quite informative and descriptive aspects regarding activities of enterprise and its successful story of development.

Social Media Marketing is considered as one of top digital marketing elements among all those mentioned already as many companies including textile enterprises actively using elements of social networking such as Facebook, Telegram, Instagram, Bing, YouTube, Vimeo and other as these tool are considered to be as ultimate source of income, communication elements, feedback systems for B2B enterprises.

E-mail marketing, marketing automation is considered as one of the cheapest elements among others because it does not require much effort from the company to send information about recent product or service updates and about recent news in textile field. The element has brought success to fashion based apparel products and in sales of textiles via e-mail messages and it helps to largely develop the e-commerce activities of textile enterprises.

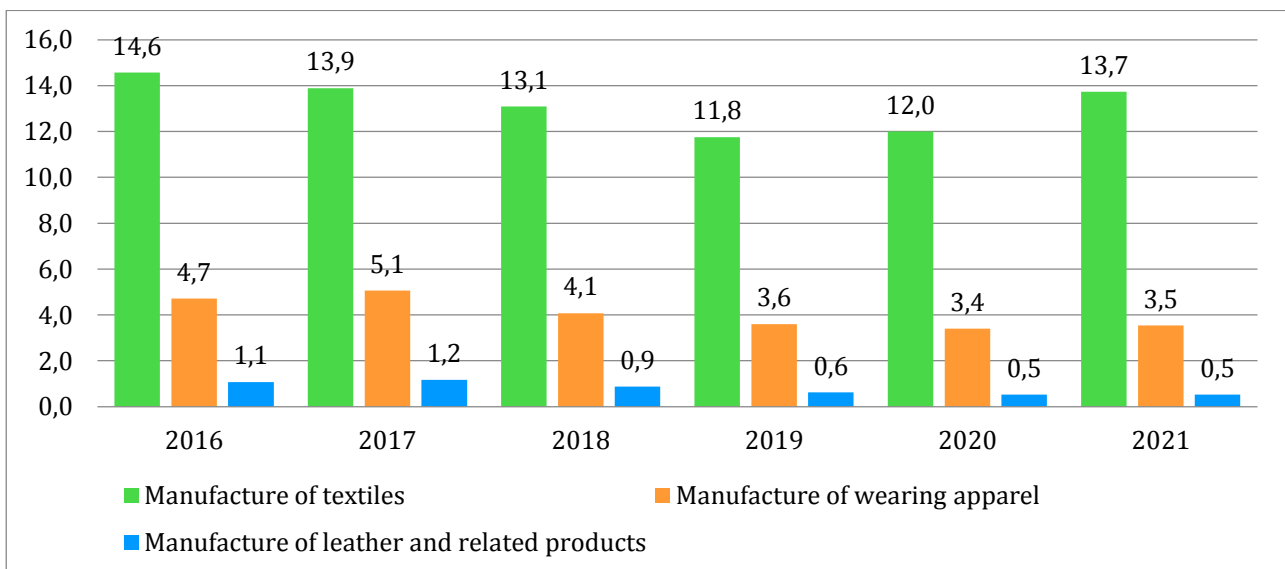


Figure 2. Structure of textile manufacturing industry (in %) [18]

Source: Author’s work based on data of State Committee of the Republic of Uzbekistan on Statistics.

Analysis and results. Digital marketing technologies always play critical role in enterprises' development process including textile, apparel based ones while the technology is becoming more demanded in recent years and textile enterprises started to implement different types of digital technologies known as organic textiles which considered to be much more effective and useful rather than conventional textiles as customers began switching to more natural and organic products.

Alternatively, textile manufacturing industry statistics illustrates plenty of indications of trends in textile industry and as the next point the analysis of structure of textile manufacturing is undertaken. As that can be notice in (Figure 2) the indicator of manufacturing of textile has faced a slight raise, in particular that index was 13,7% in 2021 compared to two years earlier period much less with 11,8% in 2019. However, the current proportion reached top

14,6% five years ago in 2016 and faced quite drop 13,9% in 2017.

The next area of manufacturing of wearing apparel has comprised 3,5 percent in 2021 while the current indicator was much higher with 5,1 percent in 2017 and quite less than that with 4,7 percent in 2016, as that demonstrates a little volatilizing process in the current sector. The last sector is manufacturing of leather and related products. The current area faced slight increase with 1,2% in 2017 compared to a year ago proportion of 1,1% in 2016 and faced slight drop 0,9 in 2018 and faced significant decrease of 0,5 percent index in 2020 and a year later as that indicates very significant attention must be given to the current areas especially with active development processes of digital technologies as that can hugely influence on e-commerce of textile products and their export to wide geographical places and the geography being broadened.

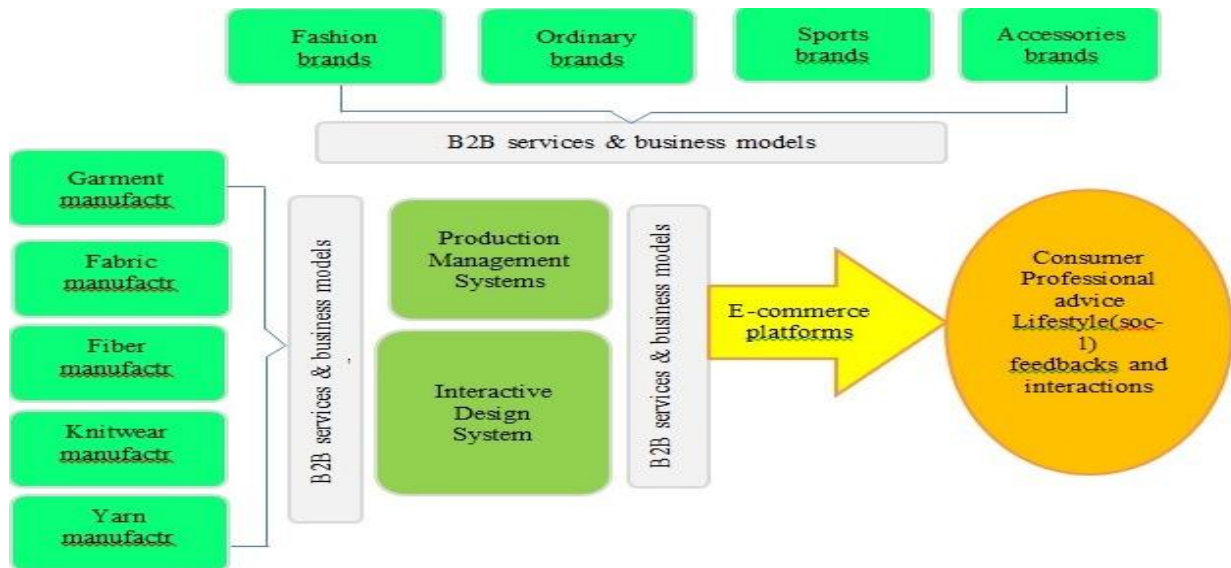


Figure 3. Electronic and integrated digital platform model [19]

Source: Author's work based on model of integrated digital platform for new clothing business model.

Another important element can be noticed in (Figure 3) as that model consists of several elements essential for textile enterprises in making business process operations on automation basis. The current model suggests for the integration of B2B services and business models in textile sector with fashion, ordinary, sport and accessory brands into single channel through automation. Secondly, these business models are integrated with garment, fabric, fiber, knitwear and yarn manufacturing processes and overall all the elements are integrated with each other via production management system and interactive design systems being automated and then integrated to e-commerce platforms for making online sales, delivery, order processing and others with can have great impact on textile enterprises' business operations while working in B2B

sector in particular with suppliers, stakeholders and developing operations in B2C sector in quick delivery, order processing, collecting feedback as that may assist in out of stock occurrences, development of loyalty programmes, building strong textile brands and eWOM, viral marketing activities.

The spending on global ecommerce field is increasing during the last decades and thus, global Ecommerce as shown in (Figure 4) indicates that if the sales form ecommerce comprised \$2.38 trill.U.S. dollars then after couple of years it face the great increment of \$4.20 trill.U.S. dollars and accounted for almost \$4.93 trill.U.S. dollars in 2021 and forecasted to reach the highest point of \$6.54 trill.U.S. dollars by 2023 as that demonstrates how the sales level from online commerce is raising year by year and becoming really widespread among customers.

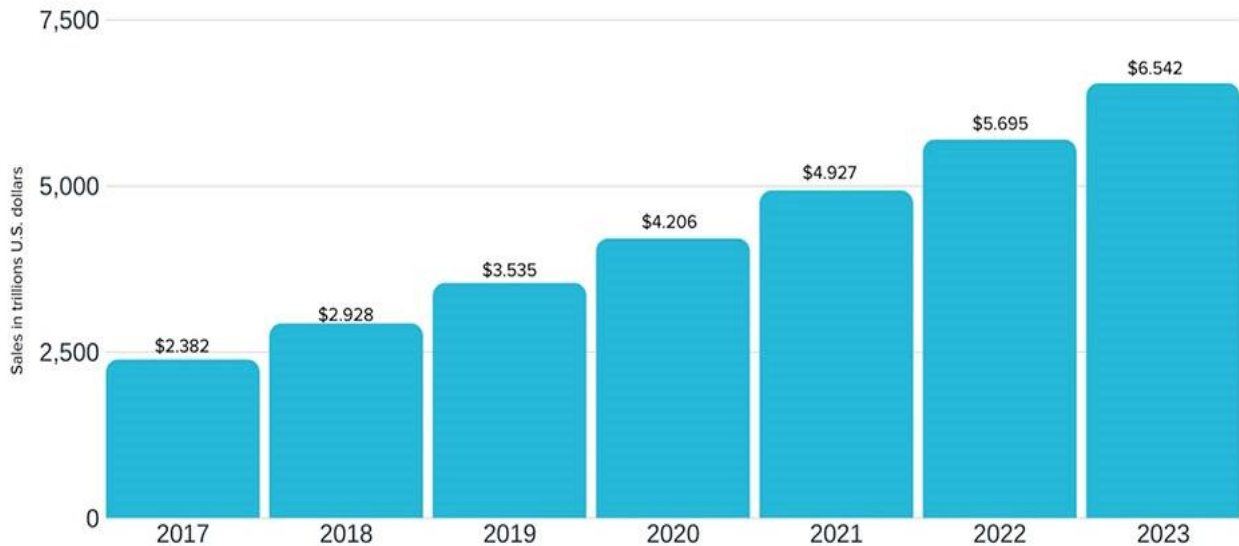


Figure 4. Global Ecommerce sales growth from 2017 to 2023 [20]

Source: Superb, Global Ecommerce sales growth

Thereby, it brings the idea (Figure 5) suggestion of 'theyes' platform which is the world's first shopping app that is being powered by customers' style and instincts by making the content more appealing to customers and while customers express their deep interest in shopping and purchasing

branded products from which they are proposed while looking for the appropriate clothes, textiles, apparel for themselves by saving their time and making the purchase of quite cheap and non expensive products.

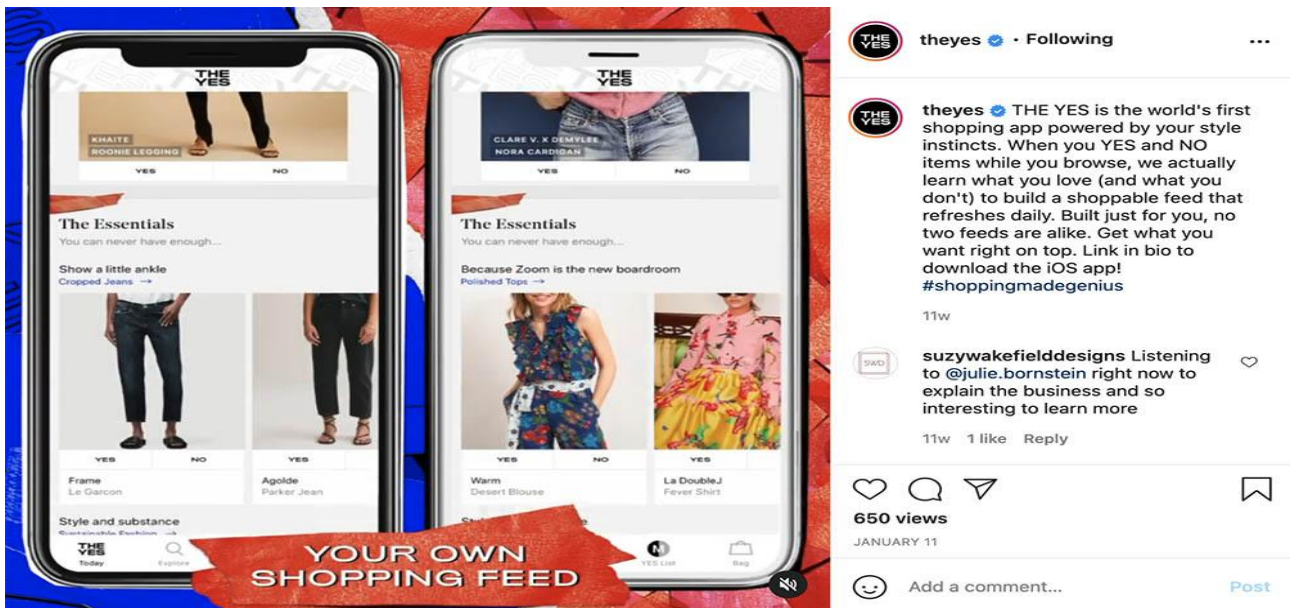


Figure 5. Global Ecommerce sales growth from 2017 to 2023 [21]

Source: Superb, Global Ecommerce sales growth

Lastly, the rate analysis in ecommerce of fashion industry in recent years. As that can be noted from (Figure 6) global trend of fashion industry E-commerce face great increment in recent years. In particular, if sales of online fashion retailing was \$253 bln. U.S. dollars or 14 percent then after four period of time it doubled to \$484 bln. U.S. dollars which is 27 percent in total and finally it is reaching highest points with \$765 bln U.S. dollars or 38 percent which is quite high rate in two years

period to by not looking back the recent Covid-19 which negatively influenced into economies' of countries and business operations, brand building process. However, it shows how customers started to broadly use e-commerce services and digital marketing activities. That clearly indicates that customers started from traditional purchases of apparel, textiles and others more online and in the most flexible and convenient for them ways. Conclusion and recommendations.

Global Fashion Industry E-Commerce

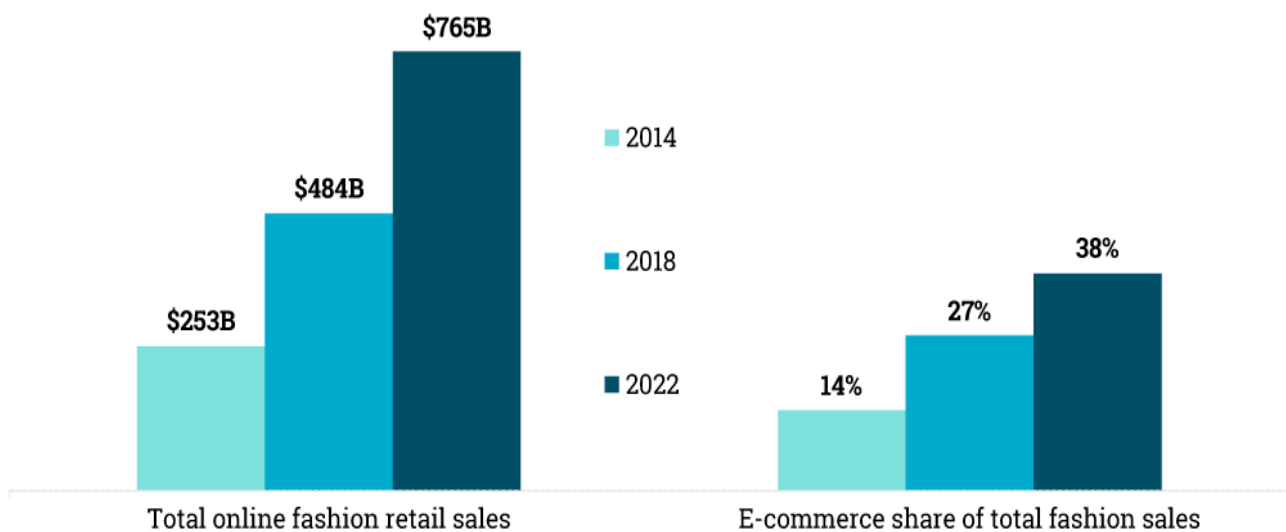


Figure 6. Ecommerce growth in fashion industry[22]

Source: MarketingCharts Ecommerce growth in fashion industry

Digital marketing technologies already became an inseparable part of most enterprises, companies including textile based ones and that was crucially obvious both during huge pandemics and in recent years as well.

Thereby, digital marketing technologies comprise of many elements and digital channels. Digital transformation has become critical for the majority of businesses. The digital marketing in particular includes the elements like search engine optimization, social media marketing or known as SMM, e-mail marketing, the system of pay per click (PPC), digital television, radio broadcasting, electronic magazines, mobile applications, internet of things (IOT) AI known as artificial intelligence and many others.

Hence, Digital marketing technologies are quite critical for business enterprises and specifically for textile based enterprises. Most developed and developing countries are greatly competing for the market share with great digital technology based offerings by treating their customers and suppliers as their business partners. For that reason textile enterprises have to start switching to fully automated and digital marketing based technologies as by performing that the enterprises can increase the revenues by two, three and more times and decrease unnecessary costs associated with production, delivery and business operations.

At the same time, the business industries and textile enterprises have to continuously follow the track of the most recent technological advancements and technologies and they have to take the step away from traditional marketing elements and

create the possible ease for the customers' easily using of those digital technologies as well as to compete with competitors correspondingly in the same line with them. However, there can be contradicting points as these type of enterprises should pay attention to any changes in the world arena of technological advancement and be readily prepared for any huge alterations in technological processes and ever changing marketing environment and global changes. Thus, some recommendations are as followed:

Focusing on customer engagement as the customers always central element to be served and whose needs should be satisfied. The connection between customers, knowing how often customers reach out the company and company's message and then developing a strategy around the key engagement times.

Evaluation of lifecycle campaigns basically in terms of 4 stages such as acquiring, onboarding, engaging with customers and retain them and then assessment and reforming the ways of company's interactions with the audience and customers.

Rolling out responsive designs after doing observation of the quantity of customers view company's e-mails on mobile phones and then determining whether the usage of responsive design allows the company's employees to allow the self in gaining that type of hats.

Concentrating on clear objectives and starts with setting quantifiable goals to monitor social media marketing plans and the being able to easily identify what exact needs to be changed, added within company's, enterprise's content and certainly customer service initiatives as well.

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