Garment and Knitting Enterprises are Digital in the Branding Activity

Ziyaeva Shakhlo Shoakbar Kizi

Researcher at "Marketing" department, Tashkent State University of Economics,
Tashkent, Uzbekistan
E-mail: shaxlo0726@mail.ru
Tel:+998 99 826 33 77

Abstract. **This article highlights the relevance and importance of using digital marketing strategies in branding activities of sewing and knitting enterprises. Social Media Marketing (SMM) has been identified as the most effective digital marketing strategy. In order to effectively implement the branding practice of the sewing and knitting enterprises of Uzbekistan, the marketing levers of social networks have been identified and the ways of their use have been shown.**

Keywords: Marketing, digital marketing, sewing and knitting enterprises, textiles, brand, branding, SMM, marketing tools

1. INTRODUCTION

In today's innovative economy, characterized by the changing environment of the world economy and the competition created by strong globalization and digital transformation, it is increasingly difficult for an enterprise to achieve long-term success in the market. It's just that because the use of methods such as competitive advantage on price or maintaining innovative solutions is increasingly losing its importance, the importance and content of brands in the economy is increasing. A brand is one of the most important strategic assets of any firm. Having a brand and knowing how to maintain and manage it well has become the key to success in the market, a source of competitive advantage. [1] Efforts to build a brand or strengthen an existing brand are especially important for goods, including the garment industry, that are characterized by competition and threats from product smuggling and unauthorized trademark infringement.

Implementation of an active brand policy in the production and service sectors of our country is of great importance in order to achieve all the goals defined in the development strategy of the new Uzbekistan and to ensure the fulfillment of current tasks.

World experience shows that recently the share of the trademark in the total value of the companies has been steadily increasing. At the beginning of the 80s of the 20th century, the share of intangible assets (first of all, total trademarks) was less than 20% of the total value of companies, at the beginning of the 90s it was about 50%, and at the end of the 90s it was up to 80% or more.

Therefore, there is a need to develop and implement effective marketing programs for creating brands in the production and service sectors in Uzbekistan.

2. Literature review

Many authors have studied the brand as a means of creating value for the consumer. A brand is an identifiable product, service, person or place that fully meets the needs and demands of a customer or user, a unique, value-added vehicle. [2]

A brand reflects functional benefits (purchased to satisfy functional needs), emotional benefits (impressions consumers have when purchasing a product), and symbolic benefits (the consumer perceives a unique set of brand associations in the product) provided to the consumer. [3]

In the definition of the brand from the point of view of the consumer, it is recognized by Rudaya as follows: "a brand is a permanent set of functional, emotional and self-expressive tools that are unique and meaningful to the target consumer and best satisfy his needs". [4]

The production of products that meet high quality requirements of sewing and knitting enterprises does not guarantee the enterprises a stable position in the market today. Accordingly, in the conditions of strong competition, it is necessary to ensure the competitiveness of enterprises, to prevent the risk of local brands being pushed out of the

national market in various ways, to determine the level of competitiveness of enterprises, to study the level of influence of competitiveness factors, to give a suitable assessment to enterprises, to identify the shortcomings and problems that are being allowed, to determine the mechanisms of influencing the market. issues of being able to manage development and competitiveness have become the main task facing the sewing and knitting enterprises.

Building a brand is a complex process that includes advertising, public relations, marketing activities, sponsorship, various profitable promotions, media attention to the brand, and other means.

If the 20th century taught managers to manage production and service enterprises as businesses, the 21st century taught us to look at production and service enterprises as brands that can be created and expanded.

A brand is considered as a set of indicators that consumers perceive about a brand. The origin of the English word "brand" is related to the Old Norse verb "brandr" - to burn. In the Middle Ages, the English word "brand" meant fire, flame, torch, but soon it acquired a number of figurative meanings, for example: brand, a mark of property associated with the branding of livestock with a red-hot iron. According to some experts, the word "brand" is related to the Latin word "brand" - mark, sign.

A trademark is a name, term, sign, symbol, image, or combination thereof intended to identify the goods or services of one seller or group of sellers and to distinguish them from those of competitors. A brand should never be considered just a name for a product or service. The main goal of creating a brand is to develop a meaningful system of perceptions associated with this brand in the minds of consumers, as well as the seller's promise to regularly provide a specific set of services, values and qualities to the buyer.

Trademarks and service marks are defined as signs capable of distinguishing corresponding goods or services of individual legal entities and individuals from similar goods and services of other entities. The definition of a trademark in the laws of countries goes back to the individualization of the goods that are produced and sold without actually filling the term.

There is no formal definition of a brand, but it is essentially a publicized, socially accepted brand image or some intangible value.

A brand is a broader concept than a trademark in an economic sense. A brand represents a combination of both tangible and intangible categories. The sum of these categories creates a positive impression of the product, service, company in the consumer and creates a desire to buy it, distinguishing the product from other products [1].

A brand is a sign, symbol (logo), words and their combinations that help consumers distinguish the goods and services of a company. A brand is a well-known trademark or company (enterprise) that occupies a place in the minds and psychology of consumers.

Currently, the concepts of "brand" and "brand" have completely replaced the concepts of "product" and "service" and have taken a central place in marketing: the modern market is organized in such a way that manufacturers offer not specific products or services, but trademarks, and consumers buy . Firms' interest in brand creation and promotion is constantly growing, as a strong brand allows to gain additional competitive advantages in a complex and rapidly changing external environment, which is the only way for many entrepreneurs to operate in the future.

When describing the strength of a brand, the concept of brand equity is often used. Brand equity refers to the added value of a product's brand name. Brand equity is also called brand strength. Marketers explain that brand equity is when a buying firm pays for a good or service at a premium over what it would pay for a similar product without a brand[2].

Four factors can be identified that are involved and play a specific role in the process of creating brand equity. They are the following, i.e., the customer's evaluation of a uniform product as better than a similar product without a brand, the popularity of the brand in the competitive market, the positive feeling of the brand in consumers, and finally, the loyalty of consumers to the brand.

Hence, having a strong brand opens up many opportunities and also provides a source of profit for any enterprise. Brand equity does not happen by itself. Its creation, maintenance and protection require active management. In addition, it requires the implementation of strategic and tactical marketing programs.

Marketers argue that building brand equity consists of three stages [3].

The first stage is the selection of brand elements. Enterprises and organizations seeking to create a brand must pay close attention to choosing a name, sign, logo, slogan, color, and other distinguishing features that will help distinguish their goods and services.

The second stage is the development of marketing programs for brand creation and development, including all elements of the marketing system.

The third stage is effective use of interactions with other organizations and structures in promoting the brand.

A good brand creates added value and makes products and services attractive to consumers. Wide recognition of the brand gives the company additional benefits. Good brands have a strong impact on consumer sentiment.

According to the branding concept, individual brands are separated as independent marketing entities and are promoted to regional markets with the help of vivid memorable images associated with them.

Branding is a complex management complex that includes the development and creation of a brand, its implementation and life cycle management components. Branding is a long-term process and a way to achieve high brand quality indicators, as a result of which consumers actively participate and become fans of a specific brand as a result of active marketing support throughout the brand life cycle. According to the results of the rating or competition, a product with an ordinary trade name should not be considered a brand. A brand is created, remembered and, above all, perceived by target customers as preferred (well, honestly)[4].

Brand strategies include a variety of concepts aimed at creating a unique identity, building customer loyalty, and influencing consumer perceptions of a product, service, or company. The main branding strategies include:

Brand identity: This involves creating visual elements (logo, color palette, typography) and non-visual elements (brand values, personality, voice) that distinguish the brand from its competitors.

Brand Positioning: A strategy that involves defining how the brand wants to be perceived in the minds of consumers relative to competitors and creating a compelling value proposition by promoting Unique Selling Propositions (NSPs).

Brand image: viewed as a strategy aimed at shaping consumers' overall perception of a brand through their experiences, interactions, and associations with the brand.

Brand Awareness: A strategy that involves efforts to increase brand recognition and recall among consumers. It is often measured by indicators such as brand recall, brand recognition and brand trust.

Building Brand Loyalty: Involves efforts to increase the level of engagement of customers to consistently choose a particular brand over others and make repeat purchases.

Rebranding: updating or reinventing a brand's identity, messaging, or positioning in response to changing market dynamics, consumer preferences, or business goals.

In Uzbekistan, a number of studies have been conducted on the scientific problems of increasing the competitiveness of sewing and knitting enterprises, developing an export marketing strategy, and increasing the economic efficiency of enterprises.

The main purpose of branding is to build trust in the brand among consumers. As a result, loyalty is created in front of the target audience, and the consumer, without hesitation, prefers this brand product to various offers. The purpose of branding is to create a memorable and unique image of the brand and to convey this idea to consumers, which can be considered as the main means of ensuring competitive advantage of the enterprise.

World experience shows that the effective implementation of brand management gives companies the following competitive advantages:

- creates natural obstacles for new competitors to enter the network market;
- to assist the companies that own it in selling new products on the market;
- creates an opportunity to actively study new developments in the market;
- customer loyalty increases the number of repeat purchases, resulting in an increase in sales;
- extends the product's life cycle, saves advertising costs, protects the enterprise from competitive threats in the market;
- provides a high level of profitability to the owners;
- helps attract better and cheaper resources (most employees pay attention to the brand of products produced by this enterprise);
- franchise, if the company has this intangible asset, it can earn additional income by selling the franchise;
- strengthens the international competitiveness of the company in the conditions of economic globalization.

The development of the sewing and knitting industry in Uzbekistan, promotion of the brand in local enterprises based on digital marketing strategies will help to maintain their market position. One of the principles of effective branding in apparel companies is the use of effective digital marketing strategies.

The available budgetary possibilities of marketing activities determine the possibilities of developing the brand of an industrial enterprise. However, it depends on the goals of the enterprise and the strategic management system in the enterprise. The main goal of the enterprise's marketing activity is determined by participation in the formation of tools that determine the level of brand recognition among consumers. [5]

Developing a digital marketing strategy for brand promotion is a complex step-by-step process involving managers, IT specialists, marketers, PR specialists, designers and advertisers. As a result of their effective interaction, the company can develop its image, as well as create a positive image among online consumers. The company's brand

strategy is primarily based on the strategy of placing brands on the Internet. Each element of the brand strategy should be able to show its most unique features on the market in order to reflect the overall positioning strategy. Therefore, first of all, it is necessary to determine the approach to positioning the brand, and then to develop the concept of positioning in the market, based on which the brand development strategy is implemented.

Brand Finance Global Forum reports on the top rated brands in the global apparel market. [7] This platform evaluates the value of brands through the Marketing Metric Audit Protocol (MMAP) system. The list of companies included in the TOP-10 ranking in the global clothing market by the Brand Finance international forum is presented in Table 1.

Table 1: TOP-10 ranking of prestigious brands in the world clothing market [7]

Brands	Countries	Rate for 2020	Rate for 2019	Brand value in 2020 (million USD)	Brand value in 2019 (million USD)
Nike	USA	1	1	34 792	32 421
Gucci	Italy	2	5	17 630	14 662
Adidas	Germany	3	3	16 481	16 669
Louis Vuitton	France	4	7	16 479	13 576
Cartier	France	5	6	15 015	13 642
Zara	Spain	6	2	14 582	18 424
H&M	Sweden	7	4	13 705	
Chanel	France	8		12 878	11 991

In addition to calculating overall brand value, Brand Finance also quantifies the relative strength of brands in relation to marketing spend. Along with the level of profits, brand strength is considered a decisive factor in the value of the brand. According to the results of 2019-2020, the highest ranking in the clothing market is "Nike" with a total of 34 billion. The US dollar is taking a competitive position with brand value. Compared to 2019, in 2020, Gucci, Louis Vuitton, Cartier, H&M and Chanel rose to the top, while Zara, Uniqlo brands decreased.

Brand strength is an intangible asset that determines a brand's performance relative to its competitors. Analyzing the three measures of brand strength allows managers to infer the brand's potential for future success.

In order to determine the main directions of brand promotion, SEO (search engine optimization) analytics was performed on the TOP-10 list.

The Nike brand is considered the leading brand in world sports and is a company that works on the basis of a personalized approach for each athlete. Nike's brand management strategy is focused on evoking emotional feelings in consumers and inspired by ideas that motivate them to be better in their lives. "Nike" advertisements make extensive use of famous athletes who believe in their own strength in any situation and always strive to be better than their limits. Such emotional branding is effective in inspiring consumers and building loyalty.

Innovation is at the heart of Nike's business development strategy, which it uses to become a sustainable company, compete and meet customer demands.

The second strategy is Nike's pricing strategy (using the cheapest method of delivery), which creates product affinity in consumers and ultimately leads to brand loyalty.

Nike is very focused on differentiation strategy. Based on this strategy, for example, it produces products for athletics specifically for three segments. First, it produces for three different people: men, women and children. Second, it differentiates its products by offering a variety of accessories and apparel, such as shoes, sports bags, gloves, and skates.

One of the most effective strategies of the Nike brand "Nike By You" is the former "Nikeid" project.

Branded Niketown stores: More than 500 Niketown stores located in central malls around the world offer a full range of Nike products and serve as a base for the latest styles. Each store consists of a series of individual stores or counters that include shoes, clothing, and equipment for different sports (tennis, running, cycling, or water sports) or different sports (there may be three basketball stores and two tennis stores). shops. Each store develops its own concept with lights, music, temperature and multimedia displays. Nike is also experimenting with new, smaller stores that cater to specific customers and sports.

NikeStore.com: Nike's e-commerce site allows consumers to order or select a range of products through NIKEiD, which generated $100 million in 2010 sales.

Outlet Stores: Nike outlet stores offer discounts on Nike products.

Retail: Nike products are sold in shoe stores, sporting goods stores, department stores, and clothing stores.

Since the 1980s, brand strategies have become the most relevant topic of marketing and emerged as a form of modern business management. In order to compete in the market for apparel and knitwear products, brand awareness, perceived quality, customer orientation, and the need for a strong brand architecture and personalization have become key areas for creating a competitive advantage in all businesses.

And social media marketing (IMM) is the most convenient marketing tool for these platforms not only for content distribution, but also for establishing two-way communication with consumers, raising the brand image and other similar tasks.

Knowing how to behave and what tactics to use on social media is very important, because it will shape the reputation of your brand and, as a result, encourage users to buy your products or, on the contrary, cause your existing customers to leave the network.

Table 1 shows the main marketing levers used to promote products and services in social networks.

Table 2- Zhadval Izhtimoiy tarmoklardagi marketing dastaklari [6]

Dastaklari Marketing	Mazmouni
Building and promoting brand communities	creation and promotion of brand communities (groups) in social networks, formation of social communities (groups) and establishing communication with them, cooperation with user communities (groups) promoting the brand (groups organized by loyal customers to promote the brand).
Scrolling in targeted social networks	promotion of content in thematic social networks (for example, Habrahabr, etc.), creation of a personal social network, creation of a brand of geolocation services (for example, GoogleMaps, Foursquare), promotion in visual social networks (for example, Pinterest, Instagram);
Creation and development of personal information spaces	creation and management of corporate blogs, development of SMO, creation of integration of the brand site with social networks, development of images for brand communities and blogs, brand hashtag;
Content promotion	Development of info content, promotion of video / photo and audio content on video / photo sharing networks, making presentations on social networks. (SlideShare).
Organization of interactive advertising campaigns	Organization of webinars, virtual flash mobs, participation in online campaigns, organization of brand-related surveys, exclusive trial offer of products (selling coupons, free webinars, etc.), crowdsourcing, organization of various promotions such as games.
Create and move interactive elements	creating promotional applications, developing a strategy for placing products in them, creating an online magazine and its affiliates (applications), expanding widgets.
Working with thought leaders	establishing social relations with influential users (those with a large number of followers or friends), organizing offline events for bloggers, organizing sales promotion events, attracting famous people to brand teams, organizing closed groups to work with opinion leaders.
Marketing in viral description	creation and distribution of records, creation and distribution of informational content in the description of viruses.
Personal branding	creation and development of personal profile pages, creation, development and blogging of promotional profile pages; promotion through professional service networks (such as LinkedIn)
Communicative activity	establishing communicative relations with the target audience through blogs and forums, publishing content in communication spaces, creating a customer management system in social networks, ensuring the participation of brand representatives in social communities (groups) on common topics
Rankings and tops	improving the presence of the brand on rating sites (such as Yandex.Blog)
Other levers	organization of targeted advertising campaigns; promotion of mass media in social networks; loading content banners in social networks

An important factor that affects how much time customers should spend on a particular social network is the level of activity of the audience. Facebook dominates this factor. Because customers spend most of their time on this social network. According to analyst comScore's study of a group of consumers from the United States, although Facebook

took the top spot among social networks, other platforms owned by the corporation, Facebook Messenger and Instagram, also took second and third place.

Every year, WeAreSocial updates a comprehensive global digital report statistics report that collects useful social media data from around the world, according to aggregate statistics on the use of social networks around the world. From it you can learn how different social sites are used in different parts of the world. Western countries are seriously lagging behind in terms of social media penetration.

Analysis of the activity of Facebook users in Uzbekistan showed that the most popular groups (with the largest number of registered nationals) are communities (24 percent), media (20 percent), and brand pages (19 percent) (Figure 5). The most common types of content posted on Facebook by national textile companies are: 1) master class (short photo/video lessons); 2) information posts; 3) discussions with experts; 4) contests; 5) customer opinions (discussion).

The analysis of national brands shows that all brands are actively involved in social networks (Facebook, Odnoklassniki, Instagram, Twitter, YouTube, Telegram and LikedIn). Beeline is a relatively creative brand, which includes Beepul (an application for online payments) and Beeline Guide (an interactive application integrated with GoogleMaps), which shows the famous and interesting aspects of the cities of Bukhara, Tashkent, Samarkand and Khiva through 3D panoramic photos.
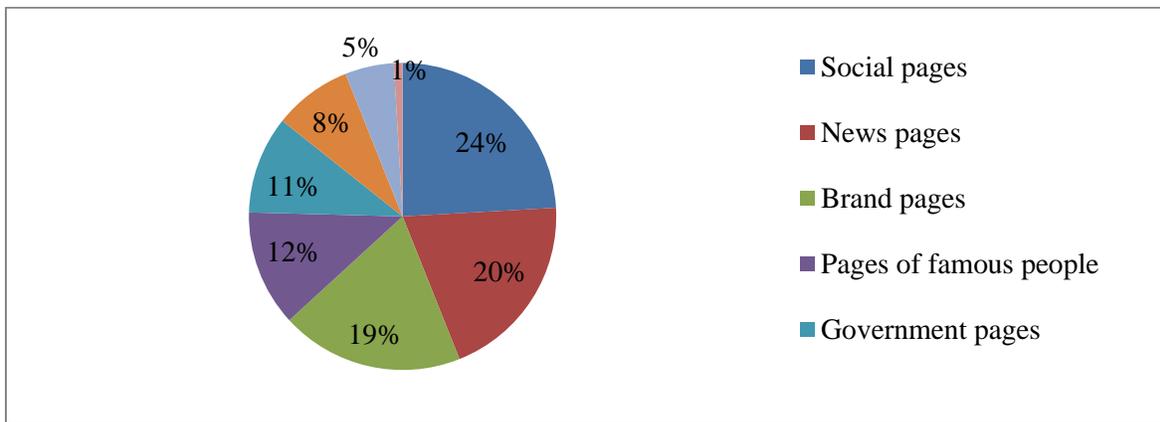

Figure 1. Distribution of Facebook users in Uzbekistan by main pages, in %.

It is worth noting that, despite the fact that activity is considered an important factor in increasing the level of recognition of a brand in social networks, it is not considered effective if it is not directed to registration (to the end user) on the website of the brand or the e-newsletter of the company.

Marketing activities of national companies in social networks can be divided into three stages: 1) introduction; 2) attraction; 3) listening (following Table 3).

Table 3: Classification of marketing activities of sewing and knitting enterprises in social networks

Marketing activity Introduction	Marketing tactics
Marketing activity Introduction	Create and promote a brand team page
	Promotion through targeted social networks
	Content and media promotion
Attract Listening	Creation and development of information spaces of companies
	Promotion through interactive contests
	Promotion through opinion leaders (most popular users).
	Marketing in viral description
	Promotion through company employees
	Promotion through personalization
Attract Listening	Promote products and services based on market knowledge

The majority of national companies are limited to the stages of brand introduction and engagement. However, it is important to note that listening (doing) is the key step in formulating an effective marketing strategy. Listening (implementing) is promoting the brand through market analysis based on effective monitoring and evaluation of existing marketing strategies and marketing activities carried out by brands. Social media monitoring is an integral part of social media marketing strategy, and every seriously developed marketing strategy should include monitoring methods and metrics. Nevertheless, almost 60% of companies in the global market do not have a pre-developed strategy for promoting the brand on social platforms. Also, only 33% of marketers have the analytics software needed to manage brands' social media accounts [7]. Despite the fact that automated monitoring saves time, is convenient, and provides an opportunity for a relatively deep and extensive analysis, the use of software is not considered effective in the national market, considering its cost (approximately from 50 to 2000 US dollars per month). Free monitoring services such as TweetDeck, Facebook Pages Manager, and Yandex.Blogi are easier to implement in the monitoring of marketing activities of national brands, because they provide a simple interface and do not require any initial investment. In addition, access to social networks is increased through mobile (54%) and tablet (43%) devices. Considering that the average viewing time for mobile content is 2-3 seconds, using infographics and images to promote any brand-related content is relatively effective and affordable for consumers. Also, the development of blog areas on the brand site is considered one of the main innovative marketing trends in the near future, which will undoubtedly provide ample opportunities for national companies. Given that most brands that use innovative marketing tactics do not seriously study the current market conditions, conducting an audit of the market is considered an initial and important part of the development of a corporate marketing strategy for national companies. The second stage is aimed at determining the goals and objectives of the brand or marketing event in social networks. The goal-setting process is described as the development of evaluation criteria to guide the subsequent stages of strategy formulation and implementation (Kvint, 2016). Goals and objectives provide a basis for measuring future marketing efforts, allowing companies to predict future results. The third step is the action plan, which describes how the key performance indicators will be achieved over a certain period of time. The fourth step involves monitoring social media marketing activities aimed at gathering information about what behaviors are used on social media platforms in relation to the brand. The fifth stage is evaluation, which includes an effective assessment of the current state of the brand within social networks and a reassessment of key indicators of brand performance. At this stage, it is possible to gain a deep understanding of the results of each marketing activity carried out by brands. Brands should continue to evaluate each marketing tactic, make changes to goals and objectives in accordance with the information received during market re-monitoring, and create a new Action Plan. An effective marketing strategy is a process that is regularly evaluated and adjusted according to market needs. Based on the above, the following subcategories of the brand can be identified in sewing and knitting enterprises in accordance with the needs of consumers: 1) increasing the level of knowledge about the brand; 2) expanding participation in communities; 3) increase consumer interaction. The second main goal is to generate sales, which is achieved by implementing the following three sub-goals: 1) increase web traffic; 2) generation of leads (registrants); 3) create a buzz about the brand.

Promotion of brand consumer loyalty is usually achieved through the following ways: 1) word of mouth; 2) increasing influencer marketing programs; 3) increase customer loyalty. In addition, customer support incentives will focus on: 1) resolving product/service related issues; 2) increase the quality of problem solving; 3) increase the level of customer satisfaction.

In conclusion, branding activities of sewing and knitting enterprises should be focused on creating an attractive image in the minds of customers. Social media marketing strategy is the most effective strategy for local enterprises of Uzbekistan. Businesses are advised to promote sales, shape and develop fashion, PR, brand, and targeting strategies for brands with low performance in social networks. Businesses active in social networks are advised to use branding strategies. Effective implementation of digital marketing strategies in the market activities of textile enterprises will be the basis for wide coverage of the consumer layer.

Using the main marketing levers used to promote the products and services of the brands that are being formed in the sewing and knitting industry in Uzbekistan in social networks is the main direction of increasing the efficiency of trade and communication.

Although activity is considered an important factor in increasing brand awareness on social networks, it is not considered effective if it is not directed to registration (end user) on the brand's website or the company's e-newsletter.

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