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INNOVATIVE MARKETING STRATEGY IN THE DEVELOPMENT OF THE TEXTILE INDUSTRY

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Abstract. The article analyzes the processes of development of the textile industry and the factors that influence it in Uzbekistan. Also, in the article, scientific proposals and recommendations for the development of the textile industry on the basis of innovative marketing strategies are given.

Key words. Innovation, innovative marketing, marketing strategy, lateral marketing, textile industry, investment, modernization, marketing research.

Introduction.

Manufacturing sectors that produce unique products for domestic consumers and generate revenue from exports have a significant impact on economic development. The textile industry has always been a lucrative industry and indeed, the expansion of the fashion industry has increased its importance in recent decades. The development and implementation of industrial policy at the regional level for the development of productive forces take place in real space and time, in a particular territory under the economic conditions, economic relations and social situation. Today, the textile and clothing industry of Uzbekistan is one of the leading and fastest growing industries but in the past, it is known that our country used to export cotton as raw material. At present, with the introduction of new techniques and technologies, the production of cotton fiber is developing and its share in exports is declining. In recent years, the annual growth of industrial production in Uzbekistan has been about 18%. As for the share of textile products in the total volume of industrial production, it was more

than 10%, while the share of textile products in the composition of the manufacturing industry over the past five years was 16.6%[1]. Given the rapid development of the textile industry and the formation of market saturation, it is necessary to apply innovative marketing in this area.

Literature Review.

The manufacturing industry plays an important role in sustainable economic development. For the continuous expansion and improvements of the manufacturing industry, it is necessary to pay attention to the sustainability of the resources consumed by the industry[2]. “...When it comes to the processing industry, such as textiles, it is very important for them to have a fast approach to any changes of markets”[3]. Innovation and technological progress are at the center of the economic growth process, reflecting the evolution of the industrial structure of countries[4]. Innovation and industry dynamics are like two sides of the coin. Indeed, the speed and direction of technological change is determined at each moment of the system by the specific features of the production and economic structure and their variation[5]. Innovative marketing (perceived as the introduction of supported new methods) is gaining popularity due to the corresponding advertising and communication strategy in a number of products in the areas of product sales, packaging, advertising and promotion. Innovation is the foundation of today’s competitive strategies[6]. As for the field of marketing strategy, it has been poorly studied by researchers. The main role of marketing strategy is to achieve a competitive advantage[7]. Technology and information drive innovative marketing in competitive markets[8]. The size, usefulness, and long-term goals of innovative marketing ideas affect the value that all partners in the supply chain want to create[9]. In an international context, the idea of innovative marketing combines theories of marketing, distribution and sales[10]. Innovative marketing is innovation that leads to significant improvements in certain elements such as marketing, product, price, advertising, distribution and market. This may be due to product differentiation, promotion, distribution, market, or cost[11]. They are considered as changes in the conditions under which products and services are brought to market[12]. Innovative marketing is applied after all other options of

traditional vertical marketing are finished. Then innovative marketing significantly transforms a product that meets a need, can be used for other purposes and situations, or appeals to other target groups of the customer[13].

Moreover, there is also a risk in copying successful marketing strategies used by other companies in other markets, using them without properly adapting to their market conditions and factors[14]. J.J. Lamben developed conceptual approaches that take into account different approaches to interpreting it in shaping a marketing strategy[15]. M. Porter developed serving existing needs in existing markets[16] and K. Praxalada paid attention to hidden needs and future markets, as well as an extensive system of decisions made by operational marketing companies, - developed new product launches, distribution channels, pricing processes.[17]. An innovative marketing strategy is defined as a commitment to use new or significantly improved marketing methods that allow businesses to use their resources effectively to meet customer demand and create greater value for customers[18]. The principle of innovative marketing requires a company or enterprise to constantly seek real improvements in its product and marketing. Organizations that ignore new and better ways of doing business lose customers in favor of their competitors and allow them to find a better way[19]. According to D.D.Kostoglodov: "In the process of synthesizing a competitive economic system, the strategic marketing mechanism is based on the concept of unity of economy, technology and management[20].

Analysis And Results

The main source of the textile industry is cotton, which depends on its sustainability, annual production and consumption. Consumption of cotton in the textile industry depends on the size of the industry and the need to meet its production goals. Consequently, different types of textile industry have different needs. Demand for cotton products is expected to increase as the state supports the export of textile products.

The textile industry is closely linked to agriculture, energy and water management, consuming a large proportion of these products. Unexpected and extreme weather conditions and a shortage of natural resources have a negative impact on the

industry. Analyzes have shown that electricity and water sustainability is a more serious problem for the textile industry than cotton. However, cotton also depends on different energy and water sources. Cotton is a raw material for the textile industry, but it cannot be processed without energy and water. Cotton, energy and water are interconnected in any case. Cotton is used only in the textile industry, but energy and water are very important for consumers. In the development of the textile industry, it is important to take into account the trends in the development of the world economy, as well as domestic demand and opportunities, along with the rational and purposeful use of resources.

In the development of the textile industry, along with the rational and purposeful use of resources, it is important to take into account trends in the development of the world economy, as well as domestic demand and opportunities.

In the development of the textile industry, it is necessary to perform the following tasks:

- analysis of the most important technological processes in the development of the textile industry;
- development of marketing strategy in increasing the share of the industry in the textile industry with high added value;
- effective use of lateral and innovative marketing methods in the development of the textile industry (Lateral marketing is the newest and most effective way to manage profitable investment opportunities, increase shareholder status, and help businesses. Lateral marketing allows businesses to create new products and services to improve existing jobs, make decisions based on the phenomenon of external thinking, and gain a competitive position in the market);
- as the number of manufacturers in the textile industry continues to grow, large investments are being made in the production of equipment and the distance between manufacturing enterprises and buyers and the corresponding distribution costs are increasing. Therefore, it is necessary to make effective use of logistics activities.

In the development of the textile industry, it is expedient to first determine the classification characteristics of the factors influencing it (Table 1).

Table 1

Classification of factors in the development of the textile industry

Indicators	Unit of measurement	The essence of the factors.
1. Technical and economic factors.		
1.1 The value of industrial fixed assets per capita	Soum	The level of fixed assets of the textile industry
1.2 Depreciation rate of fixed assets in the textile industry	%	Status of production resources
1.3 Stock return	-	Efficiency of use of fixed assets
2. Financial factors		
2.1 The share of profitable textile industry in the total number of industrial enterprises.	%	Level of efficiency of the textile industry
2.2 Financial results of textile industry production funds per 1 soum	Soum	The level of financial opportunity for the development of the textile industry
2.3 Return on assets of the textile industry	%	Efficiency of use of assets of the enterprises of the textile industry
3. Factors of employment		
3.1 The share of employees in the production of the textile industry in the total number of jobs in the economy	%	Human resources in the textile industry
3.2 The share of highly educated professionals in the total number of employees in the textile industry	%	Resource of highly qualified workers in the textile industry
3.3 The share of specialists with secondary education in the total number of jobs in the textile industry	%	The intellectual resource of the textile industry
4. Infrastructural factors		
4.1 Density of public railways, km per 1000 km ² area	Km	Density of transport infrastructure
4.2 Density of paved, paved highways, 1,000 km ² of road area	Km	
4.3 Industrial and technoparks with free space, industrial zones, ready infrastructure facilities (gas, electricity, water, sewerage)	Ha	Provision of administrative and legal conditions necessary for infrastructure and location of new productions
5. Investment factors		
5.1 The volume of investment in the fixed capital of the textile industry per capita	Soum	Describes the volume of investments in the development and modernization of the textile industry
5.2 The share of bank investments in the total investment of the textile industry	%	Level of efficiency of bank capital attraction
5.3 The share of investments in machinery, equipment and vehicles in the total investment in fixed assets of the textile industry	%	Share of investments in private production assets
6. Innovative factors		
6.1 The share of innovative active textile enterprises	%	Opportunities for the introduction of innovative products in the textile industry
6.2 The share of innovative products in the total output of the textile industry	%	The level of innovative development of the textile industry

6.3 The share of expenditures on technological innovations from the total investment in the textile industry	%	The level of priority technological development of the textile industry
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Source: Created by author

According to our research, trends and priorities in the development of the textile industry require the solution of the following tasks:

- determining the conjuncture of the commodity market using marketing research (because marketing is the basis for deciding whether to reduce or expand production, remove products from production or modernize them, and decide on the most efficient combination of manufactured and new products);

- more effective coordination of enterprises' own resources and goals to meet the needs of consumers through the use of marketing strategies, strengthening small business and private entrepreneurship in the textile industry;

- studying the dynamics of share in the clothing market and sales volume and identify the factors influencing them based on the methodology of marketing research, potential market size, potential sales volume and market share, product competitiveness;

- develop leadership strategies and offensive strategies by implementing innovative marketing in identifying priorities for the development of the textile industry.

Innovative marketing plays an important role in the development and implementation of plans for scientific and technical development of production as well as in implementing innovative management of the enterprise.

An innovative marketing strategy involves creating a “customer base” rather than creating a sales system. An innovative marketing system in an enterprise is a combination of internal interconnected elements of marketing, an overall integrated management system and external innovation systems based on meeting the needs of customers (clients) and responding to their expectations and requests.

Based on a short-term and long-term innovative marketing strategy in the textile industry, it requires to develop and implement programs that ensure the required level of business activity and efficiency. The marketing strategy in the development of the textile industry should be aimed at developing the intellectual potential of the company's employees, which is reflected in the improvement of production in

accordance with customer requirements, expanding the range and quality of manufactured goods. The development of new markets, the increase in sales should be of a long-term nature, consistent with the life cycle of goods and the enterprise itself.

Now, the importance of introducing innovative marketing methods in the activities of marketing services of enterprises is growing. However, at present, innovative marketing is slowly evolving as an enterprise strategic management approach. The specific type of innovative marketing strategy depends on a number of factors, the most important of which are technological capabilities and the competitive position of the organization. Technological capabilities are determined by the internal and external features of innovation. That is, the specific type of innovative marketing strategy depends primarily on the state of the processes of interaction of the manufacturer with the external environment in the broadest sense. Currently, overuse of groundwater for the processing of textile products, resulting in a decrease in groundwater depth. The direct discharge of wastewater from recycling into the environment affects the urban ecosystem. At the same time, the textile industry affects global economic development, however, it is one of the main sources of environmental pollution due to the release of large amounts of wastewater containing non-degradable dyes. Therefore, it is important for textile enterprises to develop innovative approaches based on sustainable approaches to wastewater treatment that are economical, environmentally friendly and safe to use. Renewable energy technologies are needed to make efficient use of plant capacity. Consequently, the introduction of renewable energy systems not only helps in managing daily production goals, but also reduces the load on the network. The ability of textile enterprises that carry out innovative marketing to adapt quickly to the market will be much more capable than that of enterprises that do not use innovative marketing. During COVID-19 pandemic, manufacturers of textile, apparel and fashion brands reacted differently to the changing situation. Several textile enterprises have quickly launched the production of protective masks, overall, using innovative marketing. The concept of innovation can be applied not only to technology in the narrow sense, but also to marketing methods, the placement of their products and the provision of services. Innovative marketing theory,

first of all, forms unconventional approaches to the activities of companies in the market, helps to apply methods of using new types of marketing. Innovation is the foundation of economic growth and can be a source of sustainable competitive advantage and is very important for organizations that want to stay in the spotlight in the market. The textile industry must constantly innovate. Innovative marketing strategy helps to reduce the production process and product cost by influencing the organization from the production process to the final product, actions and professionalism that affect flexibility, open communication, innovation and creativity in the textile industry. Because innovative marketing leads to a significant improvement in certain elements of marketing, such as product, price, advertising, distribution and market. The direction of marketing can be viewed from several perspectives. Firstly, this unique way of thinking is a management philosophy that links an organization's decisions and activities to its market. In this context, the direction of marketing is defined as an organizational culture or set of values. Secondly, the marketing direction needs to focus on aspects such as behavior. That is, market orientation is the processes and actions associated with collecting, disseminating, and responding to information about an organization's activities, products, and the market. Obviously both views are focused on the market, consumers, buyers, competitors. Thirdly, as a result of the marketing strategy, organizations will be able to identify market needs, customer needs and requirements, provide the desired products, identify customer segmentation to fully meet their needs and retain old customers. The basis of an innovative marketing strategy is a systematic approach. To increase the efficiency of the system, it is necessary to analyze them into the following groups:

- 1) The essence and complexity of the system;
- 2) The relationship of the system to the external environment;
- 3) Objective methodology systems;
- 4) System performance and development parameters.

One of the main conditions for the development of the textile industry is the sale of manufactured products. It is well known that if there is no consumer of the product, any enterprise that produces it will face a crisis. An innovative marketing strategy

ensures the bottom line of the management system in solving any customer-related problems. For example, the choice of firm strategy should be based on analysis of existing strategy and future forecast, i.e. the need for a particular product or service, strategic market segmentation, forecasting future product life cycles, analyzing the competitiveness of their own and competitors' products, their competitive advantages and predicting the mechanism of application of competition law. In our opinion, it is highly recommended to use Chinese experience in the development of the textile industry. China is striving to move to the production of high-tech products with high value-added. An in-depth study of China's textile and clothing industry development program and its implementation for Uzbekistan can be very useful in developing a long-term program for the development of the textile and clothing industry in our country. Based on Chinese experience:

- increasing public order for local products, stimulating the growth of domestic demand for textiles and garments, and partially covering the cost of purchasing locally produced clothing from poor households;

- expanding the range of high value-added products, increasing the production of high-end clothing.;

- developing local brands and promoting their entry into the global market.

The implementation of the above programs will open up opportunities for the development of the textile industry in the Republic of Uzbekistan.

Of course, investment is important in this process. The main determinant for investors in the sector is the ability of the sector to manage profitable investment opportunities. Profitable investment opportunities management ensures the creation of value for shareholders' financial assets by increasing the market value of the business.

Conclusion

It is necessary to develop an innovative marketing strategy in analyzing the relationship between the most appropriate options for ensuring the sustainability of resources, energy and water in the textile industry. The development of the textile industry requires the development of social and market infrastructure facilities, the involvement of local industrial processing technologies and training of specialists who

can use them, the increase of small and medium enterprises in the textile sector and their benefits.

In the development of the textile industry, it is necessary to expand the audience of consumers of textile products on the basis of innovative marketing strategies, to develop products that are rapidly adapting to demand, taking into account global development trends.

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