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The Impact of Innovative Marketing Strategies on Sustainable Economic Development of Textile Enterprises in Andijan Region

Ibaydullaeva Feruza Kholjuraevna*¹

1. Doctoral student of the Department of Agribusiness and Marketing, Andijan Institute of Agriculture and Agrotechnologies

*Corresponding: feruzae935@gmail.com

Abstract: The aim of this research is to investigate the role of innovative marketing strategies in sustainable economic growth of textile enterprises in Andijan Region, Uzbekistan. The study draws attention to the relationship between the adoption of digital marketing, customer-oriented practices, brand development, market expansion and the long-term economic performance of textile enterprises. Special focus is on the shift from production- to market-oriented and innovation-driven approaches in business. The materials of the study are an empirical survey of 285 textile industrial enterprises in the 14 districts of Andijan region, statistics on textile production in Andijan region for 2019-2024 and a complex methodology for assessing the effectiveness of innovative marketing. The results show a relationship between innovative marketing and the positive outcomes for sales performance, entering new markets, customer retention and brand value. The average share of online sales among the enterprises reporting that they use innovative marketing is 44%, while enterprises using innovative marketing only occasionally achieve 18.8% and enterprises that don't use innovative marketing at all get only 5.1%. Additionally, 72.6% of the surveyed companies rated the impact of innovative marketing in the product pricing and value of the brand as very high or high. The study suggests a multi-dimensional approach, which separates the evaluation of marketing potential, implementation practices and economic outcomes. This is a way to measure the effectiveness of marketing activities beyond just financial measures and it is a way to build more viable, customer-focused and competitive textile companies.

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1. Introduction

Textile is one of the most significant sectors in the industrial development, job creation, export diversification and value addition in Uzbekistan. How textile businesses perform in an increasingly competitive international environment is not just about their production capacity, availability of raw materials and labour productivity, but also about their ability to identify market opportunities, understand the needs of consumers, build strong brands and develop long-term relationships with the consumers [1].

The concept of traditional marketing strategies, which focuses mainly on product promotion and sales operations, is losing its effectiveness in the context of digital transformation, changing consumer preferences, and heightened competitive competition. Innovative marketing strategies provide a chance to embed the use of digital technologies,

customer data, market research, product differentiation and brand management elements into enterprise development processes.

These strategies are especially important in the textile industry where businesses are often plagued with weak brand identity, reliance on middlemen purchases, erratic demand, and inability to access foreign markets. These limitations can be addressed with marketing innovation, as it can help build closer direct relationships with customers, facilitate better market information and assist in the transition away from low-value-added traditional textiles to higher-value-added products [2].

The relevant empirical setting to study these relationships is Andijan Region. The area has a well-developed textile production base, and has seen significant growth in industrial production. But just expanding production is not enough to guarantee sustainable economic development. The effective management of marketing, diversification of sales outlets, customer loyalty, enhancing the profitability and market fluctuation resistances in the long run development are also important.

Therefore, the economic impact of innovative marketing should not only be seen in sales but also in the ability of enterprises to adapt and position themselves in the market and build sustainable competitive advantages.

Even if the enterprises expand their textile production, they can face problems to transform the production capacity in stable market demand and higher economic value. The challenges are especially important to consider for small and medium enterprises, as they tend to have less financial resources, marketing staffs, and technology [3].

The research problem is identified as the lack of integration of innovative marketing resources, marketing activities and measurable economic outcomes under a single enterprise development system.

Another methodological difficulty is the fact that the effectiveness of the marketing operation cannot be captured by just one financial measure. ROI and ROI can be beneficial for financial results, but they might fail to adequately measure customer retention, brand value, market diversification, digital presence and long-term sustainability [4].

However, for a well-rounded estimation of the role played by the innovative marketing approaches in the sustainable economic growth of the textile enterprises in Andijan Region, a detailed assessment is needed.

The main purpose of this study is to study the influence of innovative marketing strategies on sustainable economic growth and to determine the practical mechanisms to increase competitiveness of textile enterprises in Andijan Region.

Specific Objectives are:

1. To study the growth of textile industries in Andijan Region in 2019-2024.
2. To evaluate the use of innovative and digital marketing practices in textile business.
3. To examine innovative marketing adoption and some enterprise-level economic outcomes.
4. To explore the role marketing innovation plays in brand development, market expansion and customer retention.
5. To suggest an integrated strategy for assessing the marketing effectiveness and for supporting the development of sustainable enterprises.

Literature Review

Innovative marketing is a process of introducing and systematically implementing new marketing methods, processes and organizational practices. This can include digital communication, customer relationship management, data-driven decision making, innovative pricing, market segmentation, product positioning, and the creation of new distribution channels.

Compared with traditional marketing, innovative marketing focuses on adapting enterprise activities all the time in response to changes in customer habits and market conditions. It is a blend of technology competencies, organizational learning and strategic planning.

An economic point of view, innovative marketing affects enterprise performance in several ways that are connected with each other.

First, it enhances market information. The enterprises can utilize digital communication channels and a customer database to gather and analyze data regarding consumer preferences, buying patterns and demand trends. Improved information can contribute to more accurate production planning and minimize the production of products for which the demand is limited [5].

Secondly, innovative marketing helps to get into the market. Marketplaces, social media, business-to-business sites and digital catalogs are just a few of the tools that enable businesses to reach beyond their local geographic markets. For textile businesses looking to expand their clientele and establish export links, this is crucial.

Thirdly, innovative marketing helps in product differentiation and brand value. For enterprises which build a memorable brand and are able to convey product quality effectively, it may be possible to compete on value differentiation as well as pricing.

Fourth, customer-oriented marketing can enhance customer retention. Good communication, dependability, and customer input help to build better business relationships and more stable customer needs.

These mechanisms demonstrate that marketing innovation can help to enhance the quality, stability and adaptability of enterprise revenue generation thus contributing to sustainable economic development.

Digital transformation has created a new spectrum of marketing tools that manufacturing companies can use. Digital channels offer a way to communicate, present products, acquire customers and manage sales without the same amount of real estate in traditional distribution as would be necessary [6].

Digital marketing for companies in the textile sector may involve:

- Social media marketing by means of Instagram, Telegram and YouTube.
- Participation in online marketplace, digital product catalogs.
- Business-to-business communication platforms and corporate websites.
- Customer databases, Customer Relationship Management Systems.
- Online customer feedback, analytics and digital sales monitoring.

But digital channels, by themselves, are not guaranteed to represent good digital transformation. A firm can have a social media account, but not a marketing plan, a customer database, or a means of tracking its commercial results [7].

Therefore, digital marketing adoption must be separated from organizational capacities in using digital tools systematically. The latter necessitates employee skills, management dedication, well-defined job roles and the ability to involve marketing information in decision-making.

Two perspectives to explain the marketing innovation/sustainable competitiveness relationship are the resource-based view and the dynamic capabilities view [8].

The resource-based view focuses on the importance of the economic value of enterprise resources and capabilities that cannot easily be matched by other firms. For textiles, these can be things like brand awareness, customer base, understanding the market, and having strong distribution channels [9].

The dynamic capabilities approach focuses on the enterprise's capacity to recognize opportunities, to modify the assets that it has and to respond to changing market

conditions. Innovative marketing plays a role in these capacities, through ongoing monitoring of the market, gathering customer feedback, experimentation and adapting strategy [10].

For instance, a textile business that frequently surveys customers can modify its product mix, create new designs, and fine-tune communication strategies to meet new demand. These activities can result in greater market responsiveness and decrease reliance on a limited customer base [11].

However, this is not a given relationship. To engage in marketing innovation, suitable organizational resources and marketing implementation are necessary. With no product quality, reliable delivery, proper pricing, or customer service, an enterprise will not generate long-term economic returns for its digital promotion investment.

It means that innovative marketing must be seen as part of a system for enterprise management and not a promotion activity.

The study has a three-block conceptual framework based on the theoretical discussion and the assessment methodology developed for the research [12].

The framework is based on the assumption that marketing potential sets the stage for the application of innovative marketing practices and that the systematic use of these practices could lead to better economic results.

Separation of resources, implementation, and outcomes is important as having the marketing resources does not guarantee that they are used effectively. Likewise, marketing activities cannot be safely implemented with a positive financial outcome without well-designed and well-managed activities [13].

2. Materials and Method

The study methodology is based on quantitative and qualitative research techniques to explore the effect of innovative marketing strategies on sustainable economic development of textile enterprises in Andijan Region. It is based on statistical data for the period 2019-2024 and a survey of 285 textile enterprises in 14 districts of the region.

Marketing practices and their association with enterprise performance are analysed using descriptive statistics, comparative analysis, chi-square test, Cramers V and ordinal logistic regression. The key areas of digital marketing, online sales, branding, customer relationship management, marketing planning, and market expansion are analyzed. Adoption of innovative marketing is categorised as no adoption, partial adoption and regular adoption.

The integrated marketing effectiveness index is created based on marketing resources, practices used and economic outcomes. The chosen indicators are normalized and weighted and added together using a weighted sum process. Cronbachs alpha has been used to assess the instrument of the reliability of the survey and the coefficient reported is 0.89.

Marketing strategies are assessed on economic efficiency with the help of sales growth, market expansion, customer retention, brand development, financial parameters ROI and ROMI. The trend of regional textile production is also analysed to find out the structural changes and to get the economic background for the study.

The methodology involves the integration of the survey results of the enterprises with the statistical data from the region, to get a comprehensive picture of innovative marketing practices. Due to the fact that the data that has been used in the research is mainly qualitative and quantitative data in the form of observation, data obtained is interpreted as an association rather than evidence of causation.

3. Results and Discussion

To evaluate the role of innovative marketing in the region the textile development is analyzed under the macro-economic context. Based on the regional production statistics used in analyzes, the production of textiles in Andijan Region has grown from UZS 4,269 billion in 2019 to UZS 20,372 billion in 2024. During the same period the national output of textiles rose from UZS 39,113 billion to 123,215 billion (Table-1).

Table 1. Textile production dynamics, 2019–2024

Indicator	2019	2024
Andijan Region textile production (UZS billion)	4,269	20,372
Uzbekistan textile production (UZS billion)	39,113	123,215
Andijan Region's share of national production (%)	10.9	16.5

The survey of 285 textile enterprises has shown that 25.6% of the enterprises use innovative marketing strategies regularly, 46.7% partially and 27.7% do not use innovative marketing strategies at all. The most popular digital communication medium was telegram, followed by online marketplaces, Instagram, YouTube and enterprise websites. The average e-commerce penetration was around 29% showing the significance of digital marketing and e-commerce [14].

It also reveals differences in performance of online sales based on marketing adoption. The marketing enterprises that have frequently adopted innovative marketing had an average e-sales share of 44%, while partially adopting enterprises had an average e-sales share of 18.8%, and those that had not adopted had an average e-sales share of 5.1%. In addition, 40.7% of the sampled enterprises have their own brands, indicating that branding is a crucial factor to enhance competitiveness and value of products [15].

One key aspect of the development of the textile industry in each region is the evolution of the texture of the industry. The texture of the industry is a key aspect of the development of the textile industry in each region. The proportion of clothing production rose from 41.7% in 2019 to 54.8% in 2024, while the proportion of yarn and fabric production decreased from 58.3% to 45.2% during the period. The structural shift reflects the textile companies in Andijan Region's gradual evolution towards more added value textile products and highlights the growing role and significance of product diversification and innovative marketing strategies in improving the competitiveness and sustainable development of textile companies in Andijan Region (Table-2).

Table 2. Structural composition of textile production in Andijan Region

Product category	2019 (UZS billion)	2024 (UZS billion)	Share in 2019 (%)	Share in 2024 (%)
Yarn and fabric	2,490	9,209	58.3	45.2
Clothing production	1,779	11,163	41.7	54.8
Total	4,269	20,372	100.0	100.0

4. Conclusion

The purpose of this study was to investigate the importance of innovative marketing strategies for supporting sustainable economic development of textile businesses in Andijan Region. The results indicate that marketing innovation is more relevant in a context of product diversification, brand development, digital sales and new market penetration, due to the rapid growth in regional textile production.

The analysis revealed that the production of textiles in Andijan Region has significantly grown in 2019-2024, with a higher proportion of completed textile and clothing products. This change in structure brings about new demands on enterprises to enhance product differentiation, brand building, customer focus and market communication. The survey also found that, while some innovative marketing activities are already being adopted by a significant number of enterprises, their systematic application to enterprise management is still limited.

The analysis of enterprises by the degree of innovative marketing use showed the differences in performance of the online sales. The enterprises that reported using the internet for regular sales had the highest average percentage of sales via the internet compared to those that said they only used the internet partially, and those that said they don't use the internet at all. These conclusions do not prove any causal links but suggest a correlation between systematic marketing behaviours and the creation of digital sales channels.

The research also revealed that innovative marketing is believed to be significant in determining the price of products and brand value to the enterprises. This indicates that marketing innovation will help achieve more than just sales promotion; it can also help generate extra economic value through better market positioning and customer relations. Thus, the effectiveness of marketing should be assessed based on a multi-dimensional approach, which includes financial results, marketing capabilities, marketing implementation, customer relationships, brand development, and market diversification.

In summary, the sustainable value of innovative marketing in textile companies is dependent on the quality and consistency of its implementation, the organizational capacity, the capacity of the employees, the digital infrastructure and its incorporation in production and business management processes. Building up these strengths will help enterprises to adapt to market fluctuations, and will help them to create more diversified and resilient market positions.

The present analysis should be continued through longitudinal enterprise-level data, verified financial indicators and econometric analyses that will allow for analyzing causal relationships. The integration of environmental and social sustainability indicators would also be able to give a more comprehensive evaluation of the contribution of innovative marketing to the long-term sustainable development of the textile sector.

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