



The Review of Digital Marketing Metaverse in Enhancement of Activities of Enterprises

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Abstract

The current article focuses on the key aspects of digital marketing technologies with scrutinizing the elements of digital marketing technologies new aspect known as metaverse. Moreover, it studies key elements of digital marketing technologies of metaverse employed in garment, textile and apparel enterprises with focus to development of current industries.

Key words: *Digital Marketing; Metaverse; Smart Textiles; Garment; Textile; Apparel; Fashion*

Introduction

Digital marketing concepts explain consumer behavior in the online world and highlight strategies to effectively connect and captivate them. They offer proven frameworks to steer marketing strategies utilizing digital resources and mediums. The aim is to accomplish brand awareness and brand recognition both online and traditionally by the customers and reach the sales objectives set by enterprises including garment, textile and apparel ones. The significance of digital marketing concepts continues to rise. As users increasingly engage online on a daily basis, the digital environment tends to broaden by offering more and appealing functions to the attention and retention of the customers. Enterprises can leverage various strategies of their brands by using different kind of digital marketing tools in order to enhance their promotional endeavors. Thereby, in the age of technology, digital marketing not only enables enterprises including garment, textile industry to display their offerings but also provides continuous online support, ensuring customers feel appreciated especially in the world of digital fashion, fashion marketing, smart textiles and cared for at all times.

The term of metaverse exceeds augmented reality and virtual reality, offering different kind solutions for a diverse array of challenges as it hugely helps to traders, sales professionals, advertisers,

and manufacturers by enabling them to collaborate seamlessly on a unified platform from any corner of the globe. One of the promotional tools available in the metaverse is the ability to tailor digital marketing and marketing efforts based on the needs of those involved in the marketing process. The metaverse empowers marketers to uncover innovative and imaginative strategies for promoting their products.

Literature Review

The Metaverse is revolutionizing how the virtual realm merges with reality, prompting numerous enterprises to incorporate the current concept into their operational frameworks and strategies. In addition, Metaverse significantly transforms the marketing landscape by facilitating variety of interchanges between the physical and digital realms; it establishes a novel based marketplace where consumers and marketers can engage and communicate among each other as well as consumers can buy products in an online basis. Many prominent tech firms have invested substantial amounts into research and development focused on the Metaverse. The Metaverse represents the next level in communication, marketing, and information, leveraging virtual reality (VR) and augmented reality (AR), blockchain technology, artificial intelligence (AI), and cloud computing. The current evolution is set to reshape the marketplace and conventional promotional methods. Customers and consumers may enjoy innovative and immersive advertising experiences in virtual reality, and marketing within the Metaverse empowers brands due to the interactive nature of the platform. The Metaverse enables consumers really to feel and immerse into the digital universe through virtual reality (VR) and augmented reality (AR) platforms, by offering them the customers to enter a virtual marketplace where they can touch, sense, and engage with brands in a immersive environment. The current distinctive characteristic of the metaverse presents a remarkable chance for consumers to experience the market atmosphere, products, and services in real time before making buying. The power of the metaverse can intensify natural world features within a 3D generated environment. Meanwhile, recent cutting-edge 5G technology empowers customers to navigate the meta space seamlessly in real-time, allowing customers to engage within virtual environment using avatars and gaming companies such as Second Life, Fortnite, Roblox, and VRChat have utilized these virtual immersive environments. Online shoppers can similarly enjoy in such experiences while exploring retail options. The metaverse presents enormous marketing chances for brand and product promotion within a captivating 3D landscape. A comparable form of engagement can be experienced through viewing advertisements and participating in promotional events. Brands such as Nike, Coca Cola, Samsung, Hyundai, Adidas, Burberry, Gucci, and others have already embraced the current kind of promotional strategy in digital marketing activity. (Sharma and Bansal, 2023). [1]. The transformation into a digital era for a company incorporates digital marketing as a vital aspect. It consists of contemporary promotional strategies tailored to current market dynamics and rests on information and communication technologies. Through digital marketing, enterprises including textile, garment ones can achieve higher levels of customer satisfaction and utilize more efficient methods for handling relationships with clients. Due to the interactivity and accessibility of these tools, along with people's familiarity and comprehension of them, they can meet the needs that customers have regarding seeking and understanding information. They serve as the protectors of traditional marketing principles, which strive to boost sales revenue and profits while simultaneously enhancing customer satisfaction. They aid companies in executing their marketing plans more effectively by providing assistance. The Metaverse represents a digital world where customers can engage with each other, sale products through virtual or augmented experiences. Achieving marketing success in the contemporary digital landscape involves more than just adopting advanced technologies and optimizing their use. Within the realm of marketing, the Metaverse is characterized as a persistent, 3D digital environment where users can engage and interact with brand-driven content and promotional strategies. The Metaverse serves as a space where people can simultaneously engage with augmented reality, virtual reality, mixed reality, and extended reality. This will mark a pivotal moment in our existence, allowing users to enjoy, connect, shop, chat with customers, spend leisure time, and easily navigate their way through this expansive three-dimensional virtual world with their avatars. (Efendioglu, 2023) [2]. The promotional strategies in the world of digital marketing such as websites, social networking sites, e-mail marketing, search engine optimization, pop-up ads, and

frequently targeted tiresome advertisements prompted by cookies on electronic devices including personal computers, smartphones, and smart devices for media viewing. Researching deeper into digital marketing it reveals a novel concept known as metaverse marketing. The metaverse, by its very nature, is a virtual reality environment centered on social engagement that is accessed through virtual reality and augmented realities. In particular, search engine optimization, or SEO, is a technique that enhances the number and quality of website visitors from search engines. As a digital marketing technique, SEO takes into account the works of search engines, the algorithms used, what customers search for the keywords they enter, and their choice of search engines and it results in websites appearing at the first orders of search results, leading to increased traffic and ultimately to higher sales.

Likewise, in the metaverse, enterprises which also include garment, textile, garment and apparel ones that rely heavily on customers' physical experiences can gain from SEOs. As a trend, a growing number of companies within the fashion sector are likely to participate in the metaverse. For instance, IKEA and Gucci have already established their presence in the augmented reality world and are preparing for metaverse integration. Meanwhile, e-commerce and retail collaborations serve as the final connections between products and consumers. The ability to scale any enterprise in most of the cases hinges on the sales capabilities of retail partners, both online and offline. Thus, various models exist such as business-to-consumer, business-to-business, direct-to-consumer, consumer-to-consumer, and consumer-to-business. Enterprises that necessitate direct physical interaction to finalize a transaction may not find the metaverse advantageous. However, there are quite numerous benefits of the metaverse within the enterprise as a prime example can be Gymshark executives conducting meetings within the metaverse. In sectors where digital merchandising is considered being as dominant, the necessity for manufacturing facilities, mega-factories, warehouses, and supply chains may soon become irrelevant. The economy may shift towards direct-to-avatar (D2A) transactions, and digital twins of actual physical items can be readily accessible in the metaverse for instance, dresses, shoes, and handbags for avatars. Furthermore, the risk of counterfeit products can be definitely eliminated as digital products might be authenticated through blockchain technology. (Ali and Khan, 2023) [3].

Within the Metaverse, customers can engage with each other in real-time while dynamically interacting with virtual objects. Thus, the initial function of the metaverse was a network of various virtual worlds enabling avatars to make the trip among them. Contemporary metaverse platforms are compatible with massive multiplayer online games, expansive gaming ecosystems, and augmented reality (AR). The technology of internet and the social media might not be fundamentally disappear by the metaverse, but rather, the metaverse can enhance the internet and turn it into a three-dimensional online social media environment filled with fresh and captivating customer experiences. For enterprises primarily rooted in the physical world, the metaverse can be seen as an expansive experimental landscape that offers direct access to specific demographic audiences made up of younger segments and customers. Crafting a customer experience that enhances a company's product or service functionality is a wise approach for enterprises keen on exploring the metaverse. Also, an augmented reality (AR) is employed for current type of endeavor of enterprise. For example, Adidas has utilized augmented reality to help customers to virtually test various pairs of shoes. (Nalbant and Aydin, 2023) [4]. One of the crucial components of the five human senses is sight, and the accuracy of the extended reality system's representation is achieved through wearable displays that provide a sense of depth. These extended reality displays are designed to deliver high resolution, facilitating a broad customer field and spatial resolution of vision that ranges from ninety to hundred eighty degrees clearly. In addition, while the Covid-19 pandemic reached its peak, a significant portion of the workforce transitioned to virtual office environments, quickly realizing the effectiveness of this shift. Countries such as Japan, where the office culture is prominent, were initially hesitant to depart from traditional office spaces for work but soon acknowledged the advantages, such as reduced electricity costs, expenses linked to office rentals, and the financial allowances provided to employees. Conversely, workers also gained from being with their families while working remotely and saving time by choosing

homes near their workplaces instead of commuting to physical offices. Continuing along the current path, the Metaverse platform such as Decentraland offers a virtual environment where customers can engage in online different NFT auctions. (Ali and Khan, 2023) [5]. The metaverse is recognized as digital marketing platform tailored for today's millennial generation, which is the most equipped to engage with virtual technology, communication, and gaming purpose. Consequently, establishing virtual shopping centers within the metaverse has allowed numerous global brands in the field of garment, textile and apparel to align with technological advancements, enabling them to present their services and products in a modern and inventive way within the digital world. Furthermore, the digitization of fashion world has become a captivating focus for designers and marketers, especially when considering the ever changing of the fashion sector, where everything can be experienced and tested in real time. Digital fashion has transformed into a dynamic and rapidly growing intangible field within fashion design (Nasr, M. and Nancy, 2023) [6].

Methods

The current paper focuses on the use of induction, deduction as well as synthesis and other aspects of research methods while developing the paper. Therefore, digital marketing's element of metaverse is quite critical to be implemented by the different enterprises, including garment, textile, apparel ones as the modern world of completion among variety of companies tend to be harsh the companies used to take into account the counterparts actions in digital marketing strategy implementation process.

As a result, modern enterprises including garment, apparel and textile based used to witness the evolution towards digital marketing element most known as the metaverse a realm where the boundaries of physical and digital worlds blend, enabling interactions among tangible objects through electronic frameworks and digital devices. Therefore, comprehensive digital evolution is expected to trigger fundamental transformations within the internal workings of various sectors, thereby enhancing the connectivity from manufacturing to end consumers. Furthermore, metaverse creates a virtual realm where customers, products, and processes can interact fluidly, nurturing the advancement of the internal framework of the current digital domain which the current paper tries to scrutinize by looking through of the theoretical and practical parts of the implementation of digital marketing element known as metaverse within garment, knitting, textile and apparel enterprises.

Analysis

According to the analysis global market metaverse the metaverse market size has comprised 65.2 mln.USD in 2022 as shown in Figure 1 and continued to increase and has accounted for 94.1 mln.USD a year later in 2023. Similarly, the current index has constituted almost one hundred thirty and an half million USD in the year of 2024 and expected to reach to the point of 203.7 mln.USD by the year of 2025. The current indicators' increment had been noticed mainly in hardware and software sectors. On the other hand, the services sector is anticipated to face the increment for instance to almost half bln.USD by the year of 2027 and sharply rise by almost 1,2 bln.USD by 2030 as well as getting to be doubled two years later. Conversely, hardware and software sectors of the metaverse tend to have the general increase in the market size by the year of 2032 accordingly.

Meanwhile, as that significant to mention that successful enterprises had already started quite long ago to implement digital marketing technologies and had started to focus on digital marketing metaverse. Thus, customer preferences, attitudes, behaviours and the fashion marketing tend to change quite frequently over a period of time, smart textiles, lifelogging elements such as smart textiles, wearable clothes with smart devices inside of them used to record the necessary data and inquiries of customers by pushing the companies to come up with new products offers, companies have to focus on new elements in metaverse to satisfy needs of customers more.

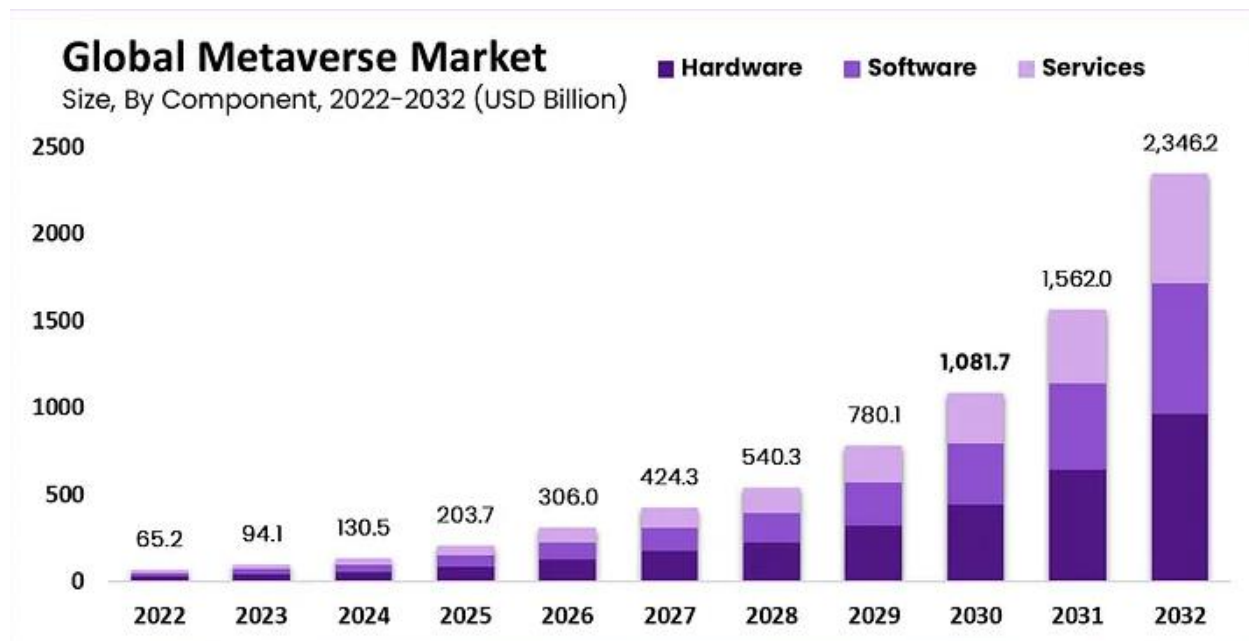


Figure 1. Source: Global Metaverse market (2022-2032), Christner, 4th Sep, 2023 [7].

Discussion

As the fashion industry tends to change quite frequently most of the enterprises have started to switch to alternative ways of leading the organization's operations in the field of digital marketing. Garment, textile and apparel companies began to concentrate on digital fashion as it saves time, substantial amount of resources that the enterprises may use while manufacturing of garments, textiles as well as virtual reality and augmented realities serve as bridge among enterprises and their customers as interactive tools in communication, trying the product and have real comprehension how the products look like in real world. In addition, digital metaverse is ecologically safe as that creates the huge competition among enterprise for the same market share and it increases the creativity of both designers of the fashion industry and customers.



Figure 2. Source: Jonathan Simkhai, <https://www.glamourmagazine.co.uk/article/metaverse-at-fashion-week> (15Feb, 2022)
Teather (2023) [8].

The metaverse's a real comprehension as provided in Figure 2 helps to understand the world of metaverse to its customers offered by garment, textile and apparel companies in case of implementation. With the rapid advancements in the internet, social media, graphic design technologies, user interfaces, and digital screens, numerous fashion brands are striving to establish and preserve their identities and customer bases in this emerging virtual landscape. The metaverse now poses the newest obstacle for fashion labels, and some have successfully navigated these digital realms through advertising, digital marketing and marketing, or even on the basis of entertainment as well. On the other hand, in every instance, the current journey necessitates sophisticated strategies that align with the virtual evolution of digital marketing and communication between the garment, textile or apparel manufacturers, fashion brands and customers that buy these products. (Nasr and Nancy, 2023) [9].

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