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Article

Directions for The Effective Use of Motivational Methods in Marketing Activities of Sewing and Knitting Enterprises

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Abstract: This article examines the role and effectiveness of motivational methods in the marketing activities of sewing and knitting enterprises. In the context of growing global competition and increasing consumer demand in the apparel industry, the study focuses on the importance of systematically applying motivational tools to influence employees, intermediaries, and consumers. The research analyzes the theoretical foundations of consumer behavior and motivation, drawing on the views of both local and international scientists. The study proposes a classification of motivational methods into three main groups: methods directed toward marketer-employees, methods aimed at intermediaries, and methods targeting consumers. Each group is further divided into specific subcategories such as psychological, behavioral, financial, communicative, and economic motivation methods. Additionally, the paper introduces functional models describing the interrelationship between motivation factors, individual characteristics, and external environmental influences. The findings indicate that effective use of motivational strategies significantly contributes to increasing consumer demand, strengthening loyalty, and improving the overall competitiveness of enterprises. The study concludes that sewing and knitting enterprises should continuously enhance their motivational systems and adapt them to changing socio-economic conditions to ensure sustainable development and market success.

Keywords: Sewing and Knitting Industry, Motivation in Marketing Activity, Consumer Behavior, Motivational Methods, Intermediaries, Marketer-Employees, Purchasing Behavior, Behavioral Factors, Psychological Factors

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1. Introduction

In recent years, the sewing and knitting industry has become one of the most dynamically developing sectors of the global economy, playing an important role not only in economic growth but also in social and environmental sustainability. In 2024, the global apparel market reached a volume of USD 1.79 trillion, of which USD 930 billion accounted for women's clothing, USD 587.61 billion for men's clothing, and USD 274.25 billion for children's clothing [1]. The expansion of the global apparel market and increasing consumer expectations have intensified competition among manufacturing enterprises, making marketing activities more complex and strategically significant. In this context, the effective use of motivational methods in marketing has emerged as a key factor influencing enterprise performance, consumer behavior, and overall market success.

Marketing theory emphasizes that understanding consumer needs and behavioral patterns is essential for developing effective strategies. Consumer purchasing behavior is shaped by a complex interaction of psychological, social, cultural, and economic factors, which determine motivation and decision-making processes. Therefore, modern

enterprises must not only focus on product quality and pricing but also develop comprehensive motivational systems aimed at influencing employees, intermediaries, and consumers simultaneously.

From a theoretical perspective, motivation in marketing is considered a multidimensional concept that includes a combination of internal and external factors influencing human behavior. Scientists highlight that motivational tools such as incentives, communication strategies, service quality, and economic benefits play a significant role in shaping consumer loyalty and increasing demand. At the same time, the effectiveness of these tools depends on their proper integration into the overall marketing system of enterprises.

Despite the growing importance of motivational approaches in marketing, there remains a need for a more structured and systematic classification of motivational methods, particularly in labor-intensive industries such as sewing and knitting. This study addresses this gap by examining the theoretical foundations of consumer motivation and proposing a functional model for motivational methods applied in marketing activities [2].

The aim of this research is to analyze motivational methods in the marketing activities of sewing and knitting enterprises and to develop a structured approach that enhances their effectiveness in influencing employees, intermediaries, and consumers

Literature Review

In marketing, considerable attention is paid to a deeper understanding of human needs. Human beings demonstrate complex behavior shaped by a combination of individual psychological characteristics, and their purchasing behavior regarding products has always been a major concern for marketers. More specifically, marketers are constantly faced with several important questions:

- What factors shape an individual's interest in a product?
- How can consumers be directed toward purchasing a company's products?
- What tools, incentives, stimuli, factors, and methods should be applied to encourage consumers to take desired actions in purchasing a company's products?

The primary focus of marketers is the study of human needs and the exploration of effective ways to influence them. These efforts, in turn, lead to the study of the motivational factors that encourage individuals to purchase light industry products.

In our view, the motivation that encourages an individual to purchase clothing products consists of three main components:

1. Factors arising from the individual's physiological and psychological condition, which inherently exist within a person and ensure their practical existence and development throughout life. These factors include inclinations toward purchasing clothing products, interests, benefits, needs, and ultimately motives.
2. Factors influencing an individual's motives through their needs, thereby directing their behavior in a particular way. These are external environmental influences that naturally encourage individuals to purchase clothing products.
3. Resources, capabilities, methods, and efforts applied by producers to motivate individuals to purchase clothing products.

An individual's perception of oneself and the surrounding world also represents an important influencing factor. Perception is the process of selecting, organizing, and interpreting information in order to understand the external environment. Interestingly, individuals receive the same information through their senses (sight, hearing, smell, and taste) and external stimuli, yet each person interprets it differently. For example, one consumer may perceive a talkative salesperson as sociable and approachable, while another may assume that the salesperson is attempting to manipulate or distract them [3].

Consumers respond to external stimuli in the following forms: selective attention, selective distortion, and selective retention.

In the case of selective attention, individuals are exposed to thousands of pieces of information every day. However, it is impossible to remember all of them; some information is noticed while other information is ignored. Therefore, the task of marketers is to distinguish information from competing messages and place it effectively.

Selective distortion occurs when, even if information is noticed, the consumer may not interpret it as intended by the communicator. Individuals tend to fit new information into their existing beliefs and perceptions. In some cases, even negative information may fail to change the opinion of a consumer who has entered a store with a specific purchasing intention.

Selective retention refers to the tendency of consumers to forget most of the information they receive while retaining only information that supports their existing opinions and beliefs [4].

By belief, we mean the consumer's confidence in product characteristics, knowledge about the product, and reliance on the opinions of others. Beliefs may or may not influence consumer activity.

Every individual has personal opinions regarding all aspects of life, including religion, politics, clothing, music, food, and other issues.

Attitude refers to an individual's positive or negative evaluations, emotions, and behavioral tendencies toward a particular object based on their existing knowledge and experience.

Attitudes consist of several interconnected elements, and a change in one element often influences the others. Consequently, changing consumer attitudes is a difficult and costly process. Therefore, sewing and knitting enterprises generally attempt to position their products within existing consumer attitudes. Nevertheless, enterprises continuously strive to undertake the challenging task of changing consumer attitudes when necessary.

The second component of motivation encouraging consumers to purchase clothing products can be explained through the views of scholars who studied factors influencing consumer behavior.

Philip Kotler classified these factors into four groups: cultural, social, personal, and psychological factors.

- Cultural factors: culture, subculture, and social class;
- Social factors: reference groups, family, roles, and status;
- Personal factors: age and stage in the life cycle, occupation, economic condition, lifestyle, personality, and self-concept;
- Psychological factors: motivation, perception, learning, beliefs, and attitudes.

Philip Kotler emphasized that marketers cannot directly control these factors; however, they must necessarily take them into account in their activities.

According to I. L. Akulich, consumers can be analyzed both as individuals and as business entities. He also analyzed enterprises as purchasers of products and studied the factors influencing their consumer behavior. According to the scholar, factors affecting consumer behavior can be divided into two groups:

1. Internal factors: personal and psychological factors;
2. External factors: culture, subculture, social class, reference groups, family, role, and status.

Russian scientist A. P. Pankrukhin classified the factors influencing consumer behavior into the following categories: personal factors, psychological factors, and socio-cultural factors.

Uzbek scientist J. Jalolov [5] distinguished consumers as individuals and legal entities and emphasized that one of the key tasks of marketers is to study consumer behavior, adapt producers' activities accordingly, and, where possible, manage this behavior. Scholars have noted that the consumer behavior of legal entities differs

fundamentally from that of individuals. In the consumer behavior of legal entities, formal regulations and standards play a decisive role. Factors such as the enterprise's production capacity and scale, the quality and variety of its products, the level of technological innovation, managerial personnel, and the provision of raw materials, electricity, and labor resources determine the consumer behavior of enterprises.

Most enterprises ultimately produce goods intended for individual consumers. The factors influencing the purchasing process of buyers of enterprise products include the following:

1. The external environment;
2. The specific characteristics of the organization;
3. Interpersonal relationships (members of the buying center);
4. Personal factors (related to members of the buying center).

Uzbek scientists A. Bekmurodov and M. Qosimova identified comfort, enjoyment, and stimulation as factors explaining the general well-being that determines individual behavior. They also illustrated the relationship among these three determinants and their connection with personal well-being through a graphical model. [6]

Taking into consideration the views of these scientists, the factors influencing consumer behavior can be classified into the following groups: cultural, social, demographic, personal, and psychological factors

The third component forming the motivation that encourages individuals to purchase clothing products consists of the resources, capabilities, opportunities, information, plans, and other efforts employed by influencing agents.

These represent the means through which individuals' behavior is directed toward a particular course of action by influencing their motives through their needs. Such means include various methods used by influencing actors to exert an impact on consumers.

Motivational methods can be defined as a combination of factors, tools, mechanisms, incentives, and stimuli that encourage and motivate individuals or business entities toward specific actions and behaviors. In marketing, motivation is primarily aimed at encouraging consumers to make more purchases and maintaining their loyalty to the company and its products.

I. L. Akulich emphasized that the following methods may be used to stimulate consumers: coupons, rewards, discounted packaging, free product samples, contests, lotteries, games, and compensation mechanisms.

Authors led by M. Qosimova proposed the use of various mechanisms as motivational methods aimed at generating favorable consumer responses in purchasing behavior. These methods include:

- providing additional services, including free services;
- guaranteeing the replacement of defective products with other products without unnecessary formalities or disputes (for this purpose, a reserve fund amounting to 5–20% of sales revenue is maintained);
- organizing a special customer service department operating 24 hours a day;
- offering discounts for loyal customers.

G.L.Bagiev described consumer-oriented motivational methods in the following forms: advertising, personal selling, distribution of catalogs and brochures, coupon distribution, offering refunds, packaging incentives, sales at preferential prices, contests, discounts based on purchased product volumes, credit sales, free distribution of samples, temporary free delivery for trial use, accepting previously used products as an initial payment for new models, presenting new products at fairs and exhibitions, organizing excursions to manufacturing enterprises, holding press conferences when introducing new products to the market, participation in exhibitions, and significantly reducing prices upon the release of new models [7].

American scientists Jiyun Kang and Haesun Park-Poaps analyzed consumers' interest in fashion. The scientists emphasized the existence of a relationship between fashion trends and consumers' purchase-oriented motivation.

Foreign and Uzbek scientists have also emphasized that the retail environment is one of the most important factors positively influencing consumers. According to New Zealand scientists Andrew G. Parsons, Philip Kotler was among the first scholars to explain the influence of store atmosphere on consumers in his works. In his studies, Parsons highlighted that store temperature, music, and lighting have a positive impact on consumer behavior and explained the significant importance of these factors in shaping purchasing decisions.

German scientists Alexander Haas and Peter Kenning scientifically substantiated in their research that providing customers with professional product consultations positively influences purchasing behavior.

The attitude of marketers toward consumers and the quality of the advice they provide play a crucial role in consumer decision-making. Therefore, marketers continuously strive to improve the effectiveness of customer consultation services in order to gain a competitive advantage over rival firms [8].

2. Methods and Materials

This study is based on a theoretical and analytical research approach aimed at examining motivational methods used in the marketing activities of sewing and knitting enterprises. The research primarily employs qualitative analysis of scientific literature, including academic publications of local and international scientists on consumer behavior, marketing motivation, and industrial marketing systems.

The methodological framework integrates systematic analysis, comparative analysis, and classification methods. Systematic analysis is used to examine the structure of motivational factors influencing employees, intermediaries, and consumers. Comparative analysis enables the evaluation of different scientific approaches to the classification of consumer behavior determinants proposed by various scientists. Classification methods are applied to group motivational tools into structured categories based on their functional characteristics and target audiences.

In addition, the study utilizes a functional modeling approach to describe the interrelationship between motivational factors and marketing outcomes. This allows for the representation of motivation as a system influenced by internal, external, and organizational factors. The proposed models are developed to demonstrate the interaction between enterprise-level motivational tools and consumer purchasing behavior in the sewing and knitting industry.

The research is based on secondary data sources, including scientific articles, academic monographs, and statistical reports related to the global apparel market and consumer behavior trends. The study focuses on theoretical synthesis and conceptual development.

The methodological approach ensures a comprehensive understanding of motivational mechanisms in marketing and provides a structured basis for analyzing their application in sewing and knitting enterprises.

3. Results and Discussion

Scientists have emphasized that marketer-employees, intermediaries, and consumers play a crucial role in the sale of products. Based on the views of these researchers, it can be argued that, in order to increase consumer demand and appropriately influence consumer behavior, the motivational methods applied in the marketing activities of sewing and knitting enterprises should be divided into three major groups.

The first group of motivational methods, applied to marketer-employees working within sewing and knitting enterprises, represents a combination of factors, tools, mechanisms, and incentives that encourage employees to work more effectively and efficiently. In our opinion, the first group of motivational methods can be classified as follows [9]:

- spiritual and ideological motivation methods;
- behavioral motivation methods;
- material motivation methods;
- personal and professional development motivation methods (career development).

The second group of motivational methods, applied to intermediaries selling the products of sewing and knitting enterprises, consists of factors, tools, mechanisms, and incentives that motivate intermediaries to work more effectively and remain loyal to the enterprise. In our view, the second group of motivational methods can be divided into the following categories [10]:

- behavioral and communicative development motivation methods;
- financial motivation methods;
- service-quality-oriented motivation methods.

The third group of motivational methods, applied to consumers of sewing and knitting enterprise products, represents a combination of factors, tools, mechanisms, and incentives that encourage consumers to purchase products more frequently and remain loyal to the brand. We believe that the third group of motivational methods should be classified as follows [11]:

- psychological and behavioral motivation methods;
- organizing sales motivation methods;
- economic motivation methods;
- communicative development motivation methods.

In studying the motivation system in sewing and knitting enterprises, it is advisable to use the following functional relationship [12]:

Motivatsiya=f (Fi, Fp, Ft)

where:

- Fi — motivational methods applied by the enterprise;
- Fp — components constituting individual motivation;
- Ft — natural external influencing factors.

The functional relationship of motivational methods applied in the marketing activities of the enterprise can be expressed as follows [13]:

Fi=f (F1, F2, F3)

where:

- F1 — motivational methods directed toward marketer-employees;
- F2 — motivational methods directed toward intermediaries;
- F3 — motivational methods directed toward consumers.

The functional relationship of motivational methods aimed at marketer-employees in sewing and knitting enterprises is expressed as follows [14]:

F1=f (M1, M2, M3, M4)

where:

- M1 — spiritual and ideological motivation methods;
- M2 — behavioral motivation methods;
- M3 — material motivation methods;

- M4 — personal and professional development motivation methods (career development).

The functional relationship of motivational methods applied to intermediaries selling the products of sewing and knitting enterprises is represented as follows [15]:

F2=f (VM1, VM2, VM3)

where:

- VM1 — behavioral and communicative development motivation methods;
- VM2 — financial motivation methods;
- VM3 — service-quality-oriented motivation methods.

The functional relationship of motivational methods applied to consumers of sewing and knitting enterprise products is expressed as follows:

F3= f (IM1, IM2, IM3, IM4)

where:

- IM1 — psychological and behavioral motivation methods;
- IM2 — organizing sales motivation methods;
- IM3 — economic motivation methods;
- IM4 — communicative development motivation methods.

At present, consumer motivation toward the purchase of sewing and knitting products is considered one of the most significant issues studied by manufacturers. By conducting a deeper analysis of consumers' purchase-oriented motivation, marketers gain a better understanding of the criteria necessary for ensuring enterprise development and, on this basis, formulate the strategic and long-term plans of their enterprises.

4. Conclusion

The conducted research demonstrates that the effective use of motivational methods in the marketing activities of sewing and knitting enterprises plays a crucial role in increasing consumer demand, strengthening customer loyalty, and ensuring sustainable enterprise development. In modern market conditions, motivation should not be viewed solely as a means of stimulating purchases, but also as a strategic instrument for influencing consumer behavior, improving intermediary performance, and enhancing the effectiveness of marketer-employees.

The study revealed that consumer motivation toward clothing products is formed under the influence of physiological, psychological, social, cultural, and economic factors. At the same time, the marketing activities of enterprises should take into account not only internal motivational drivers but also external environmental influences affecting consumer behavior. In this regard, the proposed classification of motivational methods into three major groups—those directed toward marketer-employees, intermediaries, and consumers—allows enterprises to systematically organize and effectively implement motivational mechanisms within their marketing strategies.

Furthermore, the research confirmed that the application of behavioral, financial, communicative, psychological, and service-oriented motivational methods contributes to improving enterprise competitiveness and strengthening long-term market positions. The functional relationships proposed in the study provide a theoretical and practical basis for assessing the interaction between motivational factors and consumer behavior in sewing and knitting enterprises.

Therefore, under conditions of modernization and diversification of the sewing and knitting industry, enterprises should continuously improve their motivational systems, adapt them to changing market conditions, and develop innovative marketing approaches aimed at satisfying consumer needs and increasing market efficiency.

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