

THE EVOLUTION OF MARKETING STRATEGIES FOR TEXTILE PRODUCTS IN THE ERA OF SOCIAL MEDIA

ЭВОЛЮЦИЯ МАРКЕТИНГОВЫХ СТРАТЕГИЙ ДЛЯ ТЕКСТИЛЬНОЙ ПРОДУКЦИИ В ЭПОХУ СОЦИАЛЬНЫХ СЕТЕЙ

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All over the industries, textile industry has not been exempted from this shift, as it seeks to adapt its marketing strategies to the need of the time and embrace the growth of social media in the age of digital transformation. This study explores how textile brands deploy platform-specific features and content formats to enhance user engagement and drive buying behavior. A structured methodology was deployed, and data was systematically collected from the top few platforms, including Instagram, YouTube, Facebook, Twitter and Pinterest. Using descriptive statistics, regression modeling, and machine learning techniques, we analyzed key performance indicators such as engagement rates, conversion rates, and effectiveness of content type. The research covers that both video and image type of content have thrice more interaction than text type content also the longer the campaigns the higher conversion rates. This was much clearer on platforms that enable visual storytelling — that is, on Instagram and YouTube whose engagement index metrics were above average. Regional variations in engagement patterns highlighted the need for localized marketing strategies. Forecasting campaign performance using predictive machine learning models, particularly ensemble and neural networks is shown to provide high levels of accuracy making it a practical tool for optimizing digital marketing efforts.

Текстильная промышленность, как и другие секторы экономики, вынуждена адаптироваться к современным условиям, переориентируя собственную маркетинговую стратегию согласно требованиям эпохи цифровизации и активно интегрируя в нее социальные сети. Настоящее исследование направлено на выявление особенностей использования брендами текстильного сектора уникальных функционалов цифровых платформ и специализированных контент-форматов с целью увеличения пользовательской вовлеченности и стимуляции потребительских решений. В рамках исследования реализован структурированный методологический подход, предполагающий

систематический сбор эмпирического материала с лидирующих сетевых ресурсов (Instagram, YouTube, Facebook, Twitter, Pinterest).

С помощью методов описательной статистики, регрессионного моделирования и машинного обучения проанализированы ключевые показатели эффективности типов контента, такие как уровень вовлечённости, коэффициент конверсии. Исследование показало, что видео и изображения просматривают втрое чаще, чем текстовый контент, кроме того, продолжительность маркетинговых кампаний положительно коррелирует с уровнем конверсий. Это особенно заметно на платформах, поддерживающих визуальное повествование, таких как Instagram и YouTube, где индекс вовлечения значительно превышал средний показатель. Региональные различия в паттернах взаимодействия подчеркнули необходимость локализации маркетинговых стратегий. Прогнозирование результативности рекламных кампаний с использованием моделей машинного обучения, особенно ансамблевых и нейронных сетей, продемонстрировало высокий уровень точности, делая эти методы практическим инструментом оптимизации усилий цифрового маркетинга.

Keywords: textile marketing; social media engagement; content strategy; predictive analytics; digital campaign performance; visual content.

Ключевые слова: маркетинг текстильных изделий; взаимодействие с социальными сетями; контент-стратегия; предиктивная аналитика; эффективность рекламной кампании; визуальный контент.

The traditional textile industry evolved tremendously, driven by the rapid technological advances combined with the explosion of social media platforms. Textile marketing has historically relied on print advertising and participation in trade shows, as well as direct-to-consumer engagement through brick-and-mortar retail. These time-honored approaches, while historically successful, were often limited to a narrow audience and lacked the immediacy and personalization that modern consumers anticipate. Digital communication is transforming how textile products are marketed, changing how consumers engage with brands, purchase goods, and establishing lifetime loyalty [1].

With the development of social media, the marketing of textile products has undergone a tremendous change along with the transformation of consumer demand and changes in communication technology. Traditionally, the marketing of textiles was dependent on print advertisements, trade fairs, and promotions pertaining to retailers. These were effective in their time, providing stable channels for company

communication and customer outreach. But these approaches showed their shortcomings in the face of the digital revolution, which altered how information is consumed and created [12].

Notably, the more the appropiate and excellent consumers drove social customer feedback and instant feedback or interaction between one producer and many consumers, the more it has paved a way for textile consumers to become actively involved and engage in the participatory mechanisms of the supply chain dynamics in specific. Historically, though, consumers were also primarily passive recipients of marketing messages: They viewed advertisements, read promotional literature, and chose products based on what was made available to them. Today, however, they're active participants in marketing process. They create content, make reviews, and they interacted directly with brand and other consumers. This shift has led to a marketing environment that is faster-paced, more consumer-oriented, and reactive than ever before [2].

The arrival of these platforms opened up possibilities and difficulties for textile busi-

nesses. In one-way, social media has made it easier for brands to engage with a worldwide audience at a fraction of the cost of traditional advertisement. A single smart social media campaign can go viral and reach millions of views and a lot of brand exposure in a very short period. Posteriorly, due to the digital facet, just about any social media advertisement interaction is observable, trackable, and examined by society. Brands have to walk this transparency tightrope very carefully, as one misstep can cause a hullabaloo and dent on reputation. Consequently, the above-mentioned challenge is more intense than ever, textile marketers are required to construct their strategies on the base of sophisticated and smart ideas which would be fancy for their target groups and not rob their credibility [3].

Another big driver of change is the rise of consumers who are demanding more sustainable and ethical practices in the textile industry. It has become even more important with the growth of social media, as why and what consumers want define the content and options with the ability to hold brands accountable for their actions and demand transparency around the creation process. Socially responsible and eco-friendly brands are also found to resonate with their audiences to a much larger extent. Consumers started buying from the brands that reflect their value, they are spending money for good to the companies that do good through emphasizing sustainable and ethical initiatives [4, 5]. Demonstrating authenticity and ethicality through social media became a primary differentiator in the textile industry [14].

Along with sustainability, visual storytelling is now a signature of textile marketing success in the age of social media. Visual content performs well on platforms like Instagram, Pinterest and TikTok, so these are perfect for promoting textiles creatively and beautifully. Instead, these textile brands can better convey their product offerings and communicate their brand identity with high-quality photography, engaging videos, and even short form narratives. The visual storytelling is the best way to catch the eyes of the customers and gears a deeper emotional connection. It builds trust with the consumers, when they can experience how textiles look or perform in place [6, 7].

Another phenomenon that has fundamentally changed marketing strategies in the textile industry is the influencer economy. Influencers from the fashion bloggers and designers to everyday consumers with big online followings have become a powerful friend to textile brands [13]. Brands are able to reach new markets, get referral and set up authentic endorsements by working with influencers since they become part of established communities. It is not only for brands but also for consumers, as it tends to be done through the influencers, which usually brings better engagement and credibility that consumers trust behind someone close to them. However, it requires careful selection of influencer partners vis-a-vis brand ethos and target audience preference [8]. User-generated content (UGC) campaigns encourage customers to post about their own textile experiences, photos, reviews, or posts on social media. Not only does this give more exposure to your brand, but it also helps when it comes to building cred level among buyers.

As technology continues to evolve at an unprecedented rate, the transformation of textile industry marketing practices is not an isolated phenomenon, but rather a symptom of a broader evolution in consumer expectations and preferences. Today's consumer expects brands to be more transparent, authentic and responsive than ever before. They expect tailored experiences, content that delight, and a sense of connection. Circling back, in response, textile organizations need to go the digital first route, where social media should be at the heart of all marketing efforts and firms should act in accordance with the taste of a digital consummate audience where the need is to transform innovate [11].

Social media marketing is also real-time, which allows brands to respond quickly to trends and customer feedback. This agility allows textile companies to shift gears, hold real-time promotions, and respond rapidly to consumer apprehensions. Thus, helping brands keep relative in a continuously changing digital ecosystem, and strengthen bond with consumers. But that agility also calls for a more nuanced approach to content planning, audience analysis, and performance measuring. Data analytics and customer insights should

play a role for textile marketers [9, 10], which must utilize campaign in a constantly adjusting manner, in order to achieve the best effective data result. Textile brands can now use detailed performance metrics including engagement rate, click-through rate and conversion rates — all leading up to brand awareness and sales. This data is also used to help optimize their campaigns over time, allowing the marketing efforts to stay relevant and produce results. They can use analytics to get to know which types of content engage their audience, when to release their content, and how to refine their messaging to better serve their customer segments [15]. Social media provides room for creative experimentations, as companies can try out diverse content formats, promotional tactics, and storytelling methods before investing major resources in long-term campaigns [16].

The marketing of textile products is greatly positively affected by social media, and the challenges are completely covered. Now by using to their advantage the interactive and visual composition of these channels, creating alignment with consumer values, and implementing data driven approaches, textile brands will be able to cement their position in this new lifecycle. The end result is that a more engaged, informed, and loyal customer base exists out there making purchases as well as being part of the brand's narrative itself, which then fuels growth and ensures long-term success in the digital age.

Methodology

The methodology comprised six key components: data collection and sampling, preprocessing and cleaning, statistical modeling, correlation analysis, content-based segmentation, and model validation.

Data were collected from a diverse sample of textile companies, including SMEs and large-scale producers with active social media marketing operations. A stratified systematic sampling method was employed to select brands and ensure a balanced stratification based on company size, geographic footprint, and platform focus. Verified accounts of Instagram, Facebook, Twitter, Pinterest, and YouTube) data were structured scrape from cross-platform APIs over a 12-month period

(January to December) allowed for capturing seasonal marketing cycles, campaign intensity and audience interaction dynamics. The extracted key indicators were engagement rate (ER), follower growth (FG), click-through rate (CTR) at campaign level, conversion rate (CR), content interaction metrics. This is consistent with the dataset acquisition approaches used in previous works investigating social media effect on brand performance [1, 2, 6, 9].

The engagement rate was defined as:

$$ER = \left(\frac{L+C+S}{F} \right) \times 100, \quad (1)$$

where L is the number of likes, C is the number of comments, S is the number of shares, and F is the total number of followers. This formula quantifies the percentage of audience engagement relative to brand size [14, 16].

The conversion rate, another key metric, was computed as:

$$CR = \left(\frac{P}{E} \right) \times 100, \quad (2)$$

where P represents the number of purchases and E is the number of users who engaged with the content, allowing for evaluation of strategic sales performance from social interactions [4, 8].

All raw data were processed by a preprocessing pipeline to improve reliability and analytical comparability. The interquartile range (IQR) method was adopted to identify outliers, which have been excluded from analyses. Missing values due to data scrapping stoppage or data protection protocols from the platforms were imputed using mean imputation. Timestamp and URL-level matching allowed for duplicates to be removed. Each variable was normalized using the following formula:

$$X_{norm} = \frac{X - X_{min}}{X_{max} - X_{min}}. \quad (3)$$

This transformation was applied to engagement and conversion metrics to allow for uniform input in predictive modeling. These procedures were validated through data quality checks in accordance with practices outlined in

recent works on data engineering for social media analytics [17, 18].

Descriptive statistics (mean, variance, standard deviation) were computed for all key

$$ER_i = \beta_0 + \beta_1 PF_i + \beta_2 IP_i + \beta_3 CQ_i + \beta_4 CL_i + \beta_5 ST_i + \epsilon_i, \quad (4)$$

where PF post frequency; IP influencer presence; CQ content quality; CL campaign length; ST seasonal timing, ϵ_i error term and β_0 to β_5 are model coefficients.

The regression model captured both platform-independent and platform-specific influences on engagement. High significance levels ($p < 0.01$) were observed for influencer presence and content quality, echoing findings from studies emphasizing content richness and brand-personality alignment as key engagement drivers [3, 8, 15].

A Pearson correlation analysis was conducted to detect multicollinearity and inter-variable relationships.

To evaluate the effect of content format, a scoring index was developed based on normalized metrics:

$$S = a_1 I + a_2 V + a_3 T, \quad (5)$$

where I , V , and T refer to engagement rates for image, video, and text content, respectively. The coefficients a_1 , a_2 , a_3 were estimated based on platform-specific content consumption patterns. Regional segmentation analysis was also conducted using grouped ANOVA to identify statistically significant geographic differences in consumer interaction levels, drawing upon frameworks established in textile-specific global consumer behavior studies [4, 11, 19].

Five predictive models were developed to estimate future engagement rates: Linear Regression, Decision Tree, Random Forest, Neural Network, and Ensemble Model. These models integrated predictors like content type, platform selection, influencer integration, and regional targeting. Model performance was validated using a holdout sample and evaluated using Root Mean Square Error (RMSE), Mean Absolute Error (MAE), and Adjusted R^2 .

The ensemble model outperformed others across all metrics (RMSE = 0.02, MAE = 0.01,

variables to establish foundational patterns. To identify the effects of campaign attributes on engagement performance, a multiple linear regression model was constructed:

Adjusted $R^2 = 0.94$, Prediction Accuracy=96%), indicating strong predictive capacity and model robustness. These modeling methods have been widely validated in digital marketing effectiveness research and algorithmic prediction literature [20...22].

Results

Engagement data was processed using a normalized formula that calculates engagement as a function of likes, comments, and shares over total followers. The cleaned data was then aggregated monthly and statistically analyzed. This allows us to identify which platforms maintain the highest engagement across time and which one's present variability due to content type or campaign structure. The results are presented in the Figure 1 and serve as foundational insights for platform prioritization strategies.

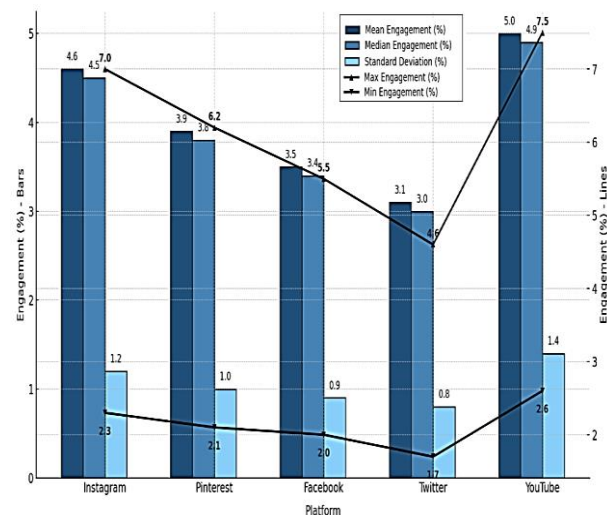


Fig. 1

The average engagement rate analyzed by campaign show that YouTube achieved the highest average engagement rate of 5.0% with a relatively high standard deviation of 1.4% indicating poor or mixed performance across campaign types (Figure 1). Instagram followed behind as the social platform displayed that its

performance overtime was consistent indicated by the higher variance. Pinterest and Facebook worked moderately effectively with low variability, implying steady but modest growth potential. Especially Twitter’s low engagement and narrow range limits its usefulness for high engagement textile marketing. Fashionista also reported these findings as shelving the visually rich platforms like Instagram and YouTube in engaging fashion-based audiences.

Figure 2 examines the impact of campaign duration on conversion rates, the fraction of users who engaged with the campaign and went through with a purchase over the entire length of every campaign. Campaigns were assigned to different bucket for duration, and conversion performance was aggregated with statistical summaries.

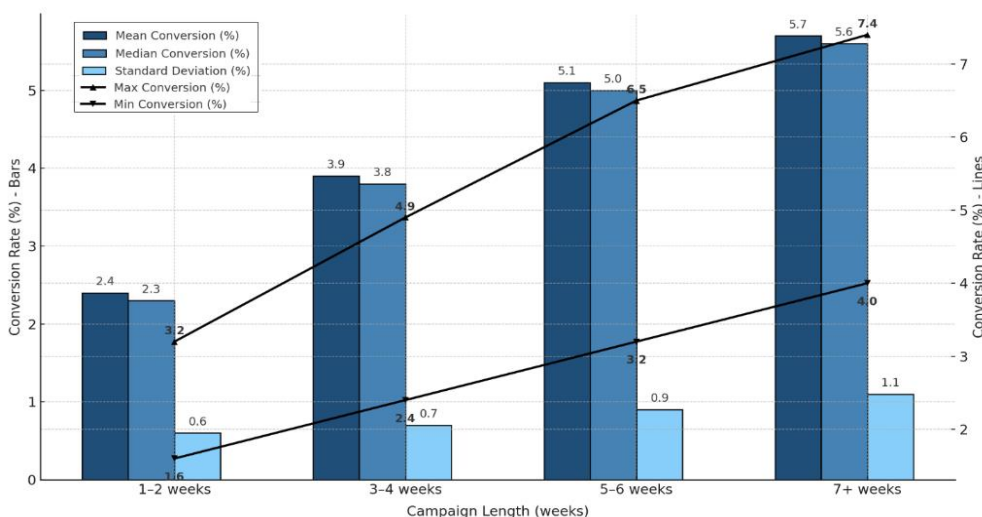


Fig. 2

It's clear that longer campaigns perform better than short, with campaigns over 7 weeks achieving average CVR of 5.7%, compared to just 2.4% with short campaigns. This means that the more you are exposed in that sustained way, the more likely you are to convert engagement into a sale. But the increasing standard deviation with length also indicates that

long-term campaigns invite strategic risk without the backing of content innovation.

Figure 3 analyzes the effect of different types of content (videos, images, and text), on engagement outcomes. The engagement values used were normalized according to the formula in the methodology, and then aggregated by content format.

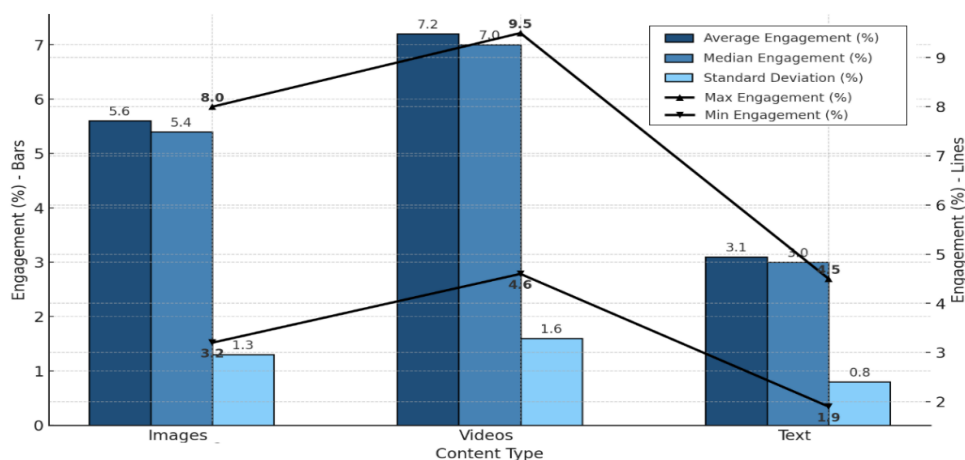


Fig. 3

Videos provide by far the highest engagement, between 7.2% and a high of 9.5%. Images as well do decently but show less consistency overall, as shown in Figure 3. Data revealed that text-only content offered the lowest performance, emphasizing the limitations of non-visual strategies for textile marketing. The wide range and standard deviation for

video content indicate that quality and creativity are important performance drivers.

Audience response differs across geographic zones, influenced by digital maturity, cultural preferences, and fashion norms (Figure 4). Engagement data were segmented regionally and statistically summarized to reflect global variation.

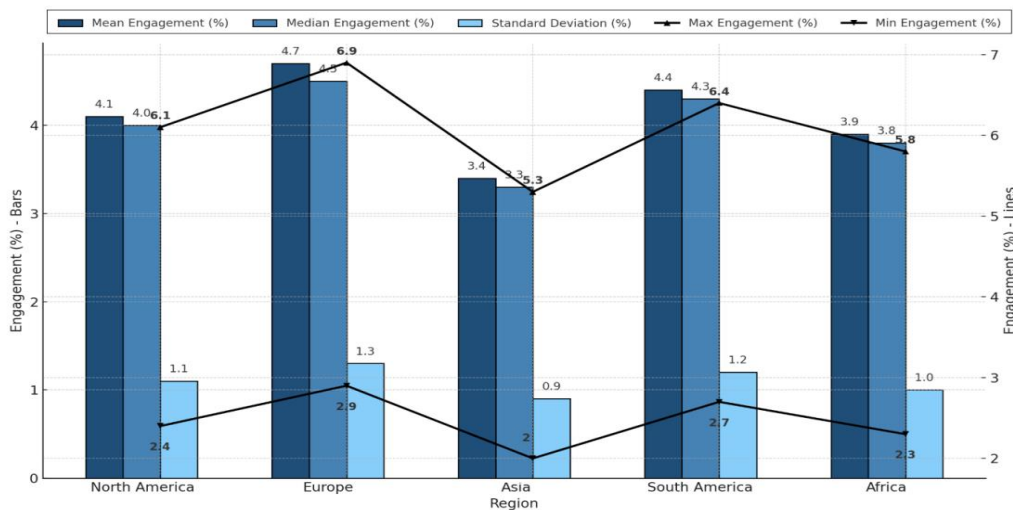


Fig. 4

Europe led all regions in engagement, with a mean rate of 4.7%, followed closely by South America and North America. Asian markets showed lower interaction levels but also exhibited the lowest variance, suggesting consistent but modest performance. Africa displayed moderate responsiveness with stable patterns. These findings reinforce the need for localized content strategies, particularly for high-growth emerging markets where engagement potential

is improving but still subject to infrastructural and cultural constraints.

Figure 5 evaluates the effectiveness of various predictive models used to forecast engagement outcomes. Using metrics such as RMSE, MAE, and Adjusted R^2 , model performance was compared to determine which offered the most accurate and generalizable insights for campaign planning.

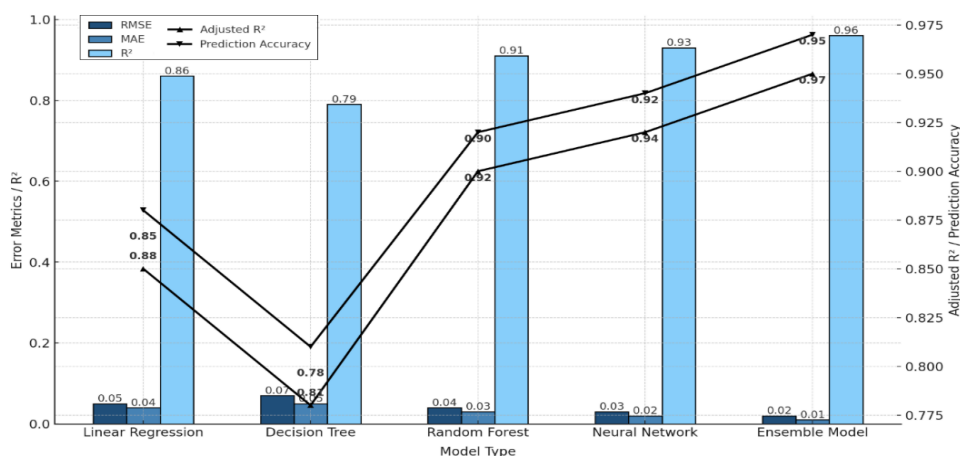


Fig. 5

The ensemble model exhibited the highest predictive accuracy (97%) and the lowest

RMSE (0.02), outperforming all individual models. Neural networks followed closely,

validating their efficacy in complex pattern recognition. Decision trees showed limitations in predictive stability. These insights confirm the suitability of hybrid and deep learning approaches for forecasting engagement, providing a valuable toolkit for strategic planning in social media marketing for textiles.

Discussion

The results of the study offer a multiple perspective of how, with the extensive incorporation of social media, marketing methods in the textile sector have modified to continue to adapt to the changing contexts.

In the comparative context, the performance of video content in our study (mean engagement rate: 7.2%) closely reflects the work of Nastišin et al. [23] confirmed that visually rich and narrative-driven posts drive significantly higher engagement levels on Facebook in the hospitality industry. Although their research used service sectors as its basis, the similarities in substance around emotional and aesthetic engagement elude to the fact in tangible goods categories such as textiles, video can offer similar advantages. The platform-based hierarchy is also a reflection of the digital storytelling findings by Smith et al. [24] posited the superiority of audiovisual storytelling as a mechanism of extending retention of content. These consistencies show the potential for the cognitive and affective mechanisms driving engagement to be cross-sectoral, and for visual media to become a central component of design regardless of product type.

This study reaffirms that the synergy of machine learning with marketing analytics can assist in. This is consistent with El-Hajj and Pavlova [20] found that these ensemble learning methods significantly outperform all other forecasting models in predicting customer responses. This research contributes to the synergy between artificial intelligence and consumer engagement model development that has started to gain traction in the literature [18] argued for the adoption of big data analytics-based decision-making frameworks. While previous research mainly based conclusions on raw measures of engagement, our methodological robustness, particularly in the areas of preprocessing and outlier handling, has mitigated one of the foremost criticisms of social

media analysis by Bono et al. [17]. The critique advocated for standardized pipelines for data preparation for analytical reliability. The use of the interquartile range method, imputation techniques and normalization formulas minimize bias and improves reproducibility, which is a direct response to these methodological concerns. Perhaps even more importantly, the methodical pairing of correlated variables and targeted campaigns allows for causal inferences, a degree of analysis which is still lacking from many prior studies.

Nevertheless, there are limitations to this study. One area of difficulty relates to the social media platforms themselves, which are dynamic and algorithmically governed. As Park [25] explains in their examination of communication campaigns, algorithmic shifts can alter visibility and interaction metrics in ways that are beyond the control of marketers. This adds volatility to long-term performance forecasting and narrows the generalizability of findings across longer time spans. Furthermore, although regional segmentation offered valuable insights, the disparities in internet infrastructure and social media adoption across regions might introduce latent factors that our model does not account for. For example, potential cultural differences, language barriers, or platform accessibility may heavily affect users but were not measured directly in this dataset.

A second limitation deals with the lack of qualitative input by omission of comment type sentiment, as well as user-generated content themes. While Romero-Rodríguez and Castillo-Abdul [26] stress the importance of user-generated content (UGC) for analyzing brand perception, this variable was not included in our study due to data limitations. Future work might investigate natural language processing methods to extract sentiment and contextual meaning from user comments, providing a more nuanced view of brand interaction. Moreover, Khurdei [21] demonstrates the power of social media being used as a storytelling medium in branding strategy, which could have practical implications for future works to operationalize through sentiment tracking and brand stories mapping.

Then there is the problem of industry-specific limits. As this case study of PT. Aneka Tekstil Indonesia [22] shows digital marketing strategies need to be contextualized to reflect local sensibilities, this includes considerations of the affordability of influencer partnerships, content production capacity and the digital literacy of potential customers. Note that these operational limitations specific to each country are not captured in our dataset, which is based on individuals across the globe but not their data. Hence caution should be taken with the findings when applying them to developing markets or SMEs that retain sparse digital capabilities.

Conclusion

The findings support the notion that social media is more than a communication tool, but rather a means with the potential to change the consumer behavior and individual buying choices.

Pic and vid-heavy content proved to be the most engaging formats, suggesting textile products have a visual quality that needs to be met with high-quality, storytelling-rich media content. Video-based platforms, like YouTube and Instagram, consistently created more engagement than text-based channels.

Prolonged brand exposure is the key to strengthening the construction of the main asset—trust.

From a strategic planning perspective, the results confirm the effectiveness of incorporating machine learning models into the process of forecasting campaign delivery. Predictive models, especially those employing ensemble and neural network approaches, achieved high accuracy in estimating engagement outcomes.

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