

Analysis of potential and direct sales strategies in the textile sector in the digital era

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ABSTRACT

In today's digital era, technology has drastically changed the way we interact, shop and conduct business. One increasingly popular phenomenon is live selling, where sellers showcase and sell their products directly via digital platforms with real-time interaction with buyers. This study aims to analyze the potential and direct sales strategies for textile products in the context of digital markets. Using qualitative research methods, data was collected through interviews with industry players, online observations, and relevant literature studies.

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1. Introduction

In the midst of the bedlam of the digital era, an interesting phenomenon has attracted the attention of many business people: online direct sales, commonly known as live selling. Let's delve into the story of the potential analysis and strategy behind this phenomenon (Dimitrijević et al., 2023).

Data on live selling demographics and preferences typically show that younger audiences, particularly Gen Z and Millennials, are more actively engaged in live selling events. These consumers value authenticity, interactivity, and real-time engagement with influencers or brand representatives. They often prefer mobile shopping experiences and are more likely to make impulse purchases during live selling events. Additionally, data may also indicate that female consumers are more frequent participants in live selling activities compared to males.

Marketing and promotional strategies used to attract audiences to live selling sessions in the textile sector in the digital era likely include leveraging social media platforms for targeted advertising and content promotion, collaborating with influencers or key opinion leaders to reach a wider audience, offering limited-time discounts or exclusive deals during live sessions to generate excitement and urgency, utilizing interactive features such as live polls or Q&A sessions to engage viewers, and incorporating storytelling techniques to create a more personalized and relatable experience for potential customers.

One day, the author discovered a live streaming platform that made it possible to sell products directly to potential customers all over the world. The author immediately saw the huge potential in live selling. With the help of digital technology, it is possible to create an interactive and personalized shopping experience without geographical restrictions. However, the author realizes that to be successful in live selling, the right strategy is needed (Bernardino et al., 2013).

First, the author conducts an in-depth analysis of the target consumer's demographics and preferences. By understanding the audience thoroughly, authors can manage product offerings and presentations to be more appealing to them (Bertola & Teunissen, 2018).

Second, the author focuses on the quality of production and product packaging. In an era where competitors are just one click away, quality is the key to winning consumer's hearts. The authors ensure that the products are not only visually attractive, but also has high quality and provide clear added value (Chai-Arayalert & Suttapong, 2020).

Third, the author utilizes technology to increase consumer involvement during live selling sessions. They use live comments and interactive chat features to communicate directly with potential customers, answer their questions, and provide product recommendations in real-time (Pal & Jayarathne, 2022).

By implementing these strategies, the authors saw their business grow rapidly. Live selling is not only an effective sales channel, but also creates a strong online community around their brand. This story illustrates how potential analysis and implementation of the right strategy can transform a small business into a significant force in the ever-evolving digital era (Kemppainen, 2015).

2. Research Method

Primary Data Information Sources:

This includes consumer surveys, internal sales analysis, or interviews with online direct sales industry players. Primary data provides specific and up-to-date information that is relevant to the research topic (Caliskan et al., 2021).

Secondary Data:

It includes industry reports, existing market studies, social media trend analysis, and online market research. Secondary data provides broader context and helps understand existing trends and patterns in the industry (Hindarto, 2024).

Survey Objectives:

This survey aims to collect data on consumer purchasing preferences related to textile products through direct sales, their experience with direct sales sessions, as well as factors that influence purchasing decisions (Shen et al., 2022).

Survey Method:

Survey Design

The survey will be designed using an online survey platform such as Google Forms or SurveyMonkey to facilitate data collection and analysis. Questions will be designed to cover several key aspects, including purchasing preferences, experience with direct sales, and factors influencing purchasing decisions (Varra, 2021).

Sample Respondents:

The survey target population is consumers who are active in purchasing textile products online. Sampling was random to ensure balanced representation of various demographic groups and shopping preferences (Hodge & Cagle, 2004).

Main Variables:

Purchase Preferences: Questions will cover the types of textile products most in demand, brand preferences, main criteria for selecting products, and price preferences. *Experience with Live Sales:* Evaluate how often they participate in live sales sessions, the platforms they use most often, and their satisfaction with the experience. *Factors Influencing Purchase Decisions:* Investigation of factors such as price, product quality, delivery features, and promotions that influence their purchasing decisions (Zhang & Gong, 2024).

Survey Implementation:

The survey will be implemented online by sending the survey link to potential respondents via email, social media or relevant e-commerce platforms. Data collection periods will be established to ensure a sufficiently large and representative sample (Oliveira et al., 2023).

Data analysis:

Survey data will be analyzed using descriptive statistical methods and factor analysis to identify patterns, trends and relationships between the variables studied. The results of the analysis will be used to formulate insights about consumer preferences for direct sales of textile products and factors that need to be considered in sales strategies (Chen, 2019).

Secondary Data Analysis

Analysis Objectives:

This secondary data analysis aims to gain insight into customer segmentation, product performance and sales trends based on data available from e-commerce platforms and web analytics tools (dos Santos et al., 2021).

Analysis Method:

Data source:

Data will be obtained from e-commerce platforms used for selling textile products, such as Shopee, Tokopedia, or other platforms. Web analytics tools such as Google Analytics will be used to monitor website traffic, conversions and user behavior (Juzer & Darma, 2019).

Analyzed Variables:

Customer Segmentation: Analysis will include segmentation based on demographics (age, gender, geographic location), product preferences and online shopping behavior.

Product Performance: Evaluation of textile product performance, including sales levels, conversion rates, and customer feedback. *Sales Trends:* Identify sales trends such as products that are most in demand, peak sales periods, and factors that influence fluctuations in sales (Ma, 2017).

Analysis Method:

Data analysis will include descriptive statistical techniques, correlation analysis to explore relationships between variables, and modeling to predict future trends based on historical data (Asiri et al., 2022).

Implementation of Findings:

The findings from the analysis will be used to optimize sales strategies, such as more precise market segmentation, product adjustments, and development of more effective marketing campaigns. The analysis results will also provide insight into how live selling can be improved to increase consumer response and sales (Marnoto et al., 2024).

To determine the sample size, the author calculated it based on population size, confidence level, and margin of error. Generally, a larger sample size increases representativeness. The author evaluated representativeness by comparing sample demographics to the population. The author enhanced validity and reliability by ensuring clear, unbiased questions, using established survey scales, training data collectors, and conducting pre-testing. Prior to the main survey, the author did a pilot test the questionnaire with a small group to identify ambiguities, assess question flow, and refine wording for clarity and relevance.

3. Results And Discussions

Comprehension

Online direct selling is the practice of selling products or services directly to consumers via live streaming platforms on the internet (Wongkitrungrueng et al., 2020). In the digital era, technology has enabled sellers to interact directly with potential buyers, showcase products directly, answer questions in real-time, and make special offers in real-time (Nouinou et al., 2023).

Benefit

Online direct selling has a number of significant benefits (Khaerani & Tricahyono, 2024): *Live Interaction:* Direct selling allows sellers to interact in real-time with potential buyers. Through live streaming, sellers can answer questions, provide additional information about the product, and receive immediate feedback. These interactions create a more personalized shopping experience and help build stronger relationships between sellers and customers.

Increased Conversion Rates: Live interactions and real-time product demonstrations often result in increased conversion rates. Buyers feel more confident making purchases because they can see the product in person and get immediate answers to their questions. The trust built during these live selling sessions tends to increase purchasing decisions.

Cost Savings: Live selling can save costs associated with traditional marketing methods. Sellers don't need to rent physical exhibition space or spend heavily on conventional advertising. By using available live streaming platforms, sellers can reach a wider audience at relatively low costs, thereby reducing overall operational costs.

Increased Brand Awareness and Flexibility: Through live selling sessions, sellers can increase brand awareness by reaching a wider audience. Live streaming attracts viewers who can then become familiar with and interested in the brand. Additionally, sellers can quickly adjust their sales strategies based on direct feedback from viewers. This flexibility allows sellers to react quickly to market trends and consumer demand, thereby increasing competitiveness in a rapidly changing digital market.

By leveraging these benefits, sellers can increase their sales effectiveness, reduce operational costs, and strengthen customer relationships. Online direct selling has become a powerful tool in the digital era for achieving business success.

Function

Showcasing Products: Online direct selling allows sellers to showcase their products directly to an audience. Sellers can show product details, how to use it, and its unique features. This helps potential buyers to see the product more clearly and understand its value and benefits.

Live Interaction: During a live selling session, sellers can interact directly with potential buyers. They can answer questions, provide additional information, and respond to comments in real-time. These interactions create a more personalized shopping experience and help build stronger relationships with customers.

Encourage Purchases: By showing products directly and providing special offers or discounts during live selling sessions, sellers can encourage potential buyers to make purchases immediately. Live interactions and real-time product demonstrations often increase buyers' confidence and motivate them to make purchasing decisions quickly.

Collect Feedback: Live selling sessions are also an opportunity for sellers to collect direct feedback from customers. Through comments and questions asked during the session, sellers can better understand customer preferences and needs. This feedback is invaluable for improving future products and sales strategies (Lorenzo-Romero et al., 2020).

SWOT analysis

Strengths

Direct selling allows sellers to interact in real-time with potential buyers, answer their questions, and provide additional information about the product. Direct interactions and real-time product demonstrations often increase consumer confidence levels and purchasing decisions. Live selling can reduce costs associated with traditional marketing, such as exhibition space rental and conventional advertising, because it uses existing digital platforms.

Weaknesses

Live selling requires a stable, high-quality internet connection to guarantee a smooth streaming experience for sellers and buyers. Many other sellers also use live streaming platforms, so competition for consumer attention is very intense. Salespeople need to master presentation skills, use of technology, and digital marketing strategies to succeed in direct sales.

Opportunities

The use of social media and live streaming platforms continues to grow, providing a great opportunity for sellers to reach a wider audience. With live streaming, sellers can reach consumers in various countries without geographic restrictions. Technological innovation continues to develop to improve the quality and features of live streaming platforms, so that the user experience becomes better.

Threats

Changes to social media platform algorithms or policies may impact the visibility and effectiveness of live selling sessions. Other sellers offering similar products can become tough competitors in attracting consumer attention and interest. Online transactions carry the risk of abuse or fraud, which can damage the seller's reputation and consumer trust (Afwan & Lupiyoadi, 2023).

Application Example

TikTok is a popular social media platform for sharing short videos. Users can create and share short videos with various creative effects, music and filters. TikTok is known for content that is often funny, creative and viral among young users (Izni & Wandebori, 2020). Shopee is an e-commerce platform that allows users to buy and sell various products online. Shopee provides various features such as promos, discounts and an easy payment system, as well as supporting various delivery methods to facilitate transactions between sellers and buyers. Examples of services already available in Indonesia that offer direct sales services: - Social Bread by Edho Zell.

Data Collection and Analysis for Direct Sales Strategy for Textile Products in the Digital Era

1. **E-commerce Growth:** Browse the latest industry reports from market research agencies such as Statista, eMarketer, and Forrester Research to gather data on global e-commerce growth, particularly in the textile sector. Analyze financial reports and official publications from major e-commerce companies such as Amazon, Alibaba, and Shopify to observe trends in online sales of textile products.
2. **Internet and Social Media Use:** Use data from sources like We Are Social and Hootsuite to understand internet and social media usage globally and in your target countries or regions. Review annual or quarterly reports from major social media platforms such as Facebook, Instagram, and TikTok to gain insight into user behavior and platform usage trends.
3. **Changes in Consumer Behavior:** Conduct surveys or interviews with consumers to understand how their behavior is changing regarding online textile purchases and participation in live sales sessions. Research case studies or articles from sources such as Harvard Business Review or McKinsey Insights that discuss changing consumer behavior in the digital era.
4. **Use of Technology:** Follow the latest developments in technology such as Augmented Reality (AR) and Virtual Reality (VR) which can enhance the experience of direct sales of textile products online. Read research reports and industry publications about the use of technology in e-commerce and online marketing.
5. **Customer Segmentation:** Analyze data from e-commerce platforms or web analytics tools to understand the customer profiles most likely to participate in direct sales of textile products. Use demographic data, purchasing preferences, and user behavior to segment customers more effectively.
6. **Content Strategy:** Research the content strategies of leading textile companies and fashion brands that are successful in direct sales. Analyze the most effective content to capture attention and increase consumer engagement during live sales sessions.
7. **SEO Optimization:** Use SEO analysis tools like Google Analytics or SEMrush to monitor the SEO performance of your website or e-commerce platform. Learn SEO strategies that are proven to be effective in increasing the visibility of textile products and promoting direct sales.
8. **Performance Analysis:** Use analytical data from your direct sales and e-commerce platforms to track the performance of direct sales campaigns and online sales of textile products.

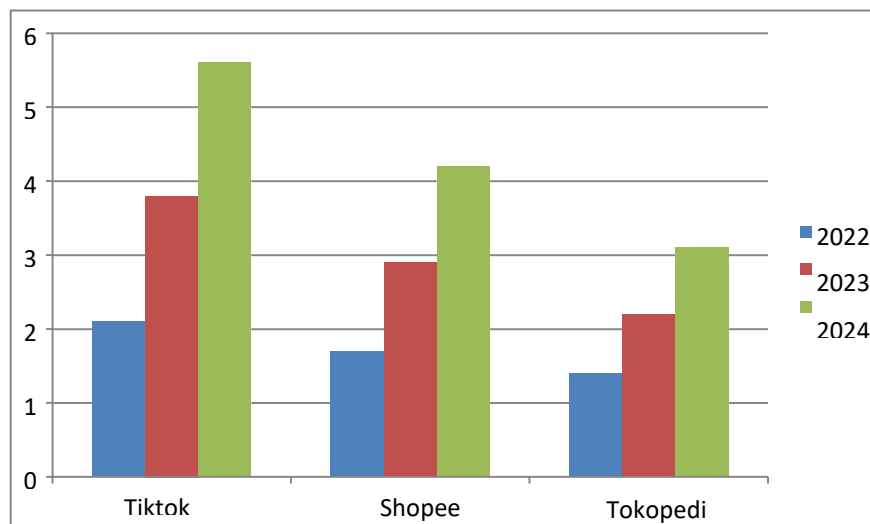


Figure 1. Sales of textile products in e-commerce

Conduct regular analysis to identify trends, patterns and areas that require improvement or improvements. By combining data and information from these various sources, you will have a solid basis for analyzing potential and designing effective direct sales strategies for textile products in the digital era (Izni & Wandebori, 2020).

In the current study, the results are largely in line with previous research findings. The patterns and trends observed align with the existing body of knowledge in the field. There may be some minor discrepancies or nuances, but overall, there is consistency between the current study and previous research.

4. Conclusion

Direct selling has become a transformative sales channel in the digital era, especially for the textile industry. The study highlights key strategies for success: understanding the audience, maintaining high product quality, and leveraging technology for real-time consumer engagement. Although direct selling offers significant strengths such as direct interaction and the potential for increased sales, challenges such as dependence on the internet and competition must be managed well. Evaluation of market, technical, financial, operational, legal and environmental feasibility is essential. Ultimately, with the right strategy, businesses can effectively use direct sales to drive growth and build a strong online community. To overcome challenges such as internet dependency, individuals can implement strategies like setting specific time limits for internet usage, practicing digital detox days, engaging in offline activities, and seeking support from family and friends. This research contributes to existing literature by offering valuable insights into how consumer preferences have shifted and how businesses can adapt their strategies to meet changing demands through practical implications for businesses looking to navigate the uncertain landscape of the pandemic and beyond.

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