
MARKETING STRATEGIES OF AUTOMOBILES COMPANIES OF UZBEKISTAN

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Abstract

Keywords: cost of allocation and promotion, sales encouragement publicity, and advertising research, Customer Satisfaction

Companies are increasing their manufacturing activity in various nations during this age of globalization. Production confronts a pole apart problem in this process, with cultural barriers playing a crucial role. Businesses must recognize the new marketplace culture and its illuminating features, which are critical for production and marketing strategy creation. This research has described the cultural principles that influence the car industry across the globe.

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INTRODUCTION

This technique was used in the search for trends and market contributions in the Uzbek auto portable business. To carry away from home an objective market research, the inquiry takes taken to account the went prior to and sectors of the market with diverse versions current the past and present patterns in a financial system, and more specifically in an industry.

In the face of this resistance, a promotion strategy must strive to be one of a kind, with a degree of differentiation – creating and improvement – producing. An organization's advertising strategy must be alive imaginative in order to get distinct and degree of difference benefits. Today, Kia has grown to become one of Uzbekistan's most prominent and biggest vehicle sellers, owing to its unique marketing techniques. To control the market, the company has used a variety of brand positioning, advertising, and allocation techniques.

Marketing policy is a second-hand strategy to achieving strategic advertising policy goals that focuses on the whole advertising approach. The combination is a collection of factors available to the buyer. These include the produced items or service itself (its compensation), its simplicity of use (where and when it is accessible, supplied, or otherwise disseminated), as well as its illustration (the way by which it is promoted) and, of course, the price that should be misrepresented. As a result, market strategy refers to the grouping of many components that make up a company's advertising organization as a whole. They are sometimes referred to as four sorts of course of action (product, cost of allocation and promotion, sales encouragement publicity, and advertising research).

A number of studies have been carried out in the past, but there is still a gap to show signs of the potential untapped passenger automobile marketplace in the Uzbek state of affairs, to use good judgment of the manufacturing on the road to the on the road to be had, as well as potential car manufactures. The purpose of this study is to conduct a comprehensive situational analysis of such a circumstance by compassionately doing a

manufacturing industry analysis of the Uzbek client automobile company utilizing Porter's five-armed forces investigation technique. It is expected that the study's findings would aid automobile manufacturers in influencing their anticipated timetable related to grand and commercial level tactics in order to seem to be focused on the market.

Learning objectives:

1. To have an understanding of the performance of explanatory dramatis personae in the Uzbek car business.
2. Investigate and assess the automotive industry's main players' trends.
3. To investigate the variables that contribute to the vehicle industry's expansion.
4. To examine the growth of the Uzbek car industry.
5. To comprehend Kia Uzbek Limited's marketing approach.

ANALYSIS

Kia Uzbekistan's brand position of strategy. In Uzbekistan, Kia passenger cars account for 26.78 percent of the market. The company provides a wide variety of vehicles, beginning with the "Seltos", a stylish hatchback, and several kinds of sports utility vehicles "K5". Uzbekistan has sold over 46,000 automobiles in Uzbekistan.

More than a few branded automobiles are promoting themselves based on aspects such as price, console size, safety mileage, and safety equipment, among others. "Seltos" used a very effective multi-mind-set segmentation strategy at the time to capture the pole in the market with a pole at an inaccessibility version of its brand. To understand their brands, "Seltos" strives to identify with the regulars' demographics and psychology.

To considerate Uzbek buyers. In the Uzbek financial system, a fatherland with a population of over millions of people provides a fantastic market opportunity. The growth in income levels, as well as the rise in removal income and a corresponding increase in the desire to spend, has paved the door for entering the market. Increasing salaries, multiple-income families, exposure to lifestyles and media, easier financial credit, and a positive financial system all contribute to increased ambition and spending.

The study examines a variety of features of the Uzbek car market as well as a deep examination of its major sectors, including commercial vehicles, passenger vehicles, utility vehicles, and multifunctional vehicles. Put the existing and future market trends, as well as advancements in the Uzbek vehicle market, in straightforward language in each area. Various manufacturing firms, such as vehicle manufacturers and participants in the automobile machinery industry, have a lot of chances.

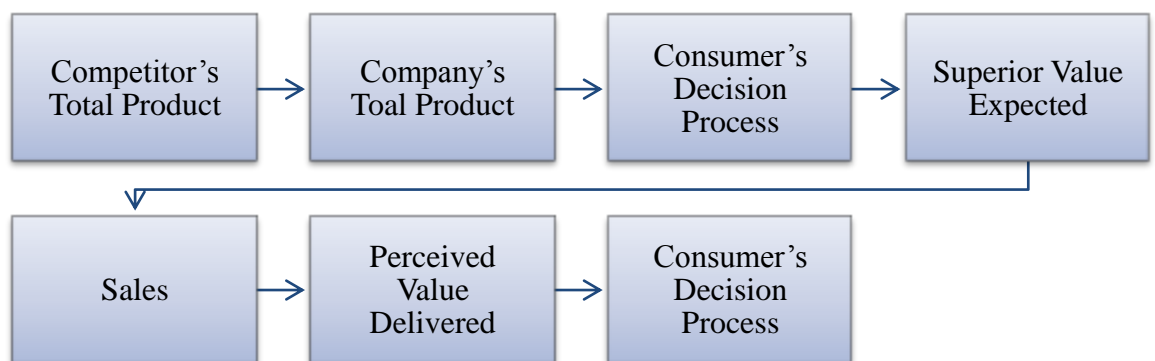


Figure 1: Creating fulfilled satisfaction of customers and implementations of selling cars policy*

* Author's development based on research results

The customer population in luxury markets has been categorized into the following groups by research firms to better understand the Uzbek market:

a) Useless (Serviceable): These are the folks who purchase luxury products because of their superior functionality and excellent quality. Rather of making an emotional choice, these folks acquire items based on rationality.

b) Customer Satisfaction: The status of their brand symbol is the key driving force in this area. The majority of the time, the choice to purchase is motivated by a desire to show off their wealth. People between the ages of 32 and 38 fall into this category, and they are the primary source of luxury goods sales growth.

c) Luxury: This group includes the above-mentioned persons who are the youngest of all. These folks are concentrated in certain geographic areas.

Understanding Uzbek market is particularly vital since luxury businesses must critically comprehend the attitude of logical people and give their product value properly. As a result, it is critical for businesses to understand customer behavior and purchasing criteria in order to implement the appropriate strategy.

Let's look at some of the other aspects that impact purchasing decisions in Uzbekistan.

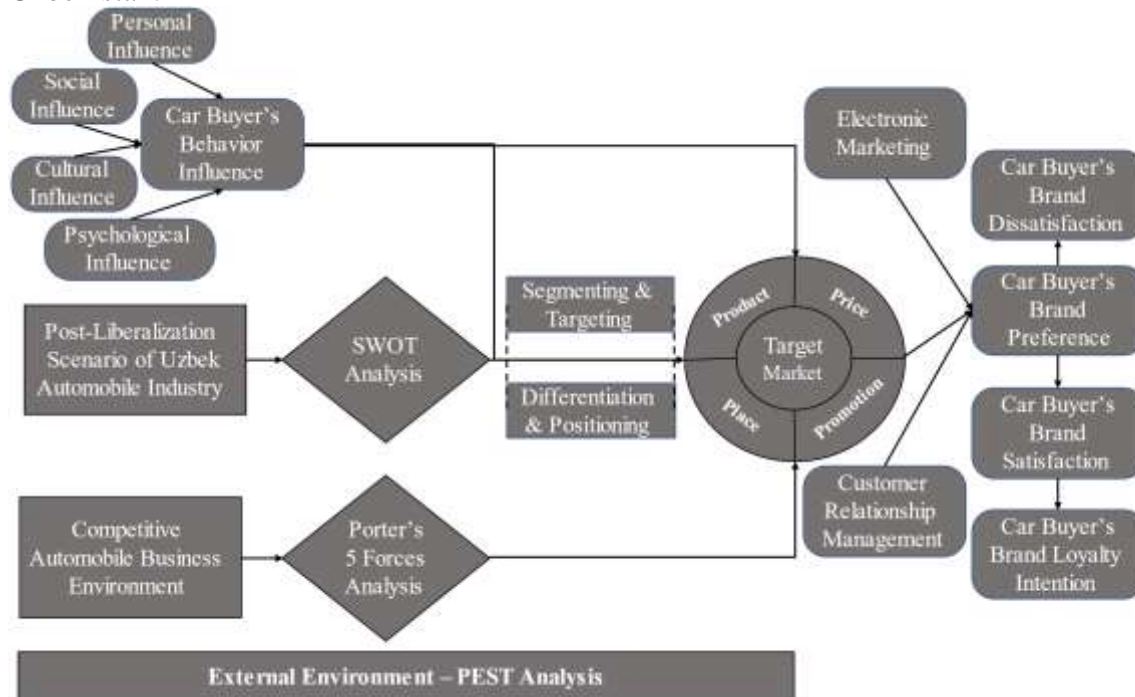


Figure 2. The imaginary research structure of efficiency of marketing strategy of car manufacturers[†]

Difficulties found in the Uzbek market. The enormous attractive look of entry level compacts, which cater to first-time purchasers, is largely responsible for a handful of manufacturers' supremacy in Uzbekistan. An entry-level compact account for about one out of every two new automobiles sold, thanks to government incentives such as reduced excise taxes for smaller cars and the price sensitivity of the less wealthy buyer.

a) Inadequate infrastructure development: As previously discussed, since the early 1990s, the growing economy has needed the expansion of public transportation infrastructure. However, the setback has been with the goal of the recorded development not coordinating with the predicted growth. The situation is the same in cities as it is in excellent health. In Uzbekistan, the incorrect development of transportation has resulted in a sluggish expansion of the industry.

[†] Author's development based on research results

b) Increase in the number of occurrences of labor unrest: It is a truth that, like each extra vehicle section, this opulence splintering also affects labor classes. Assume that the vehicle is imported, but that the minor components are manufactured in Uzbekistan in order to assist the regular compensation produced by the car. The impacts of the strike have a negative impact on full-size businesses' business.

Branded identifies the differentiation of manufactured goods and purchaser switching costs. The branded of category is a crucial barrier to opening a degree of exclusive far above ground quality of vehicle brands that has a particularly high brand impartiality value over time. One of the main reasons why the consumer is prepared to pay a premium for it is because of this. Despite the fact that substation is the barrier to this restricted market, there are a variety of methods in which this barrier may be overcome in the country. Some well-known corporations in the automotive industry may join the new market (luxury automobiles) via strategic alliances, acquisitions, or mergers with other companies. However, with a market share of 18.34 percent in Uzbekistan passenger vehicles, they have recently emerged as important participants.

1. **The K5** was created with the middle class and small family in mind. Inner-city professionals were also targeted by the vehicle (car). It was anticipated as a vehicle with the fewest maintenance requirements and higher gasoline efficiency profits. Following that, the business added certain face features such as Multi Point Fuel Inoculation (MPFI) technology and a few tweaks to the grill, headlamps, and rear light.

2. **K8 sedan:** In February of 2021, Kia introduced a completely new K8. In the luxury automobile sector, this is one of K8's successful brands. K8 was first discovered on the basis of its functioning platform. Kia then changed the positioning of the K8 from Feel at Home to Stimulated Engineering in response to changing market, competition, and consumer trends.

Amid a sluggish command in industrial economics, several global vehicle makers are insistently approaching the interior high-growth up-and-coming countries such as Uzbekistan. Because of the low entry level, certain well-known brands have been successful in building their brands in the Uzbek market. After its arrival, Uzbekistan was enthralled. The danger of new entrants is much above ground for the automobile industry in general, but particularly for the compact vehicle market. The developing economy and customers' ever-increasing purchasing power have prompted each member of the automotive team to seize the chance inside the tiny vehicle subdivision. There are around five new companies approaching the small vehicle market; entry barriers include the cost of weighing machine competition on or after current players, customer switch fees, and the speculative announcement.

CONCLUSION

The automobile market is now self-motivated and poised for success with a variety of dramatis personae and commodities. There are several causes for the phenomenal rise of the Uzbek population, as well as the exits conveyed vehicle manufacturing. These include the hassle-free availability of modes of transportation financing, low interest rates, and easy payment. In today's environment, a company's success is dependent on the structure and restructuring of advertising tactics, as well as continuous product and service innovation.

The adventure of Uzbek and worldwide automobile companies, as well as other significant business houses in Uzbekistan, may turn the pre-owned vehicle industry into a more structured sector. The pre-owned automobile sector allows auto giants to not only extend their market penetration, but also profit from it. To become more professional in their marketing strategy, unorganized pre-owned automobile sellers are attempting to meet

the service standards of organized used car dealers. The industry assumption is that in another six to 10 years, the pre-owned automobile market will be almost twice that of the new car market, as it is in industrialized nations.

The overall pleasant appearance of the Uzbek automobile manufacturing industry in its current state of affairs, with moderate intimidation from new entrants, practically low bargaining power of suppliers, significantly high bargaining authority of buyers, ominous threat from substitutes, and far above the position intensity of rivalry, may be rated as reasonable. With estimations relating to the likely growth rate in the next years, as well as potential in the niche Uzbek rural market, the axis of the pleasant look would lie on the upper side. Many automobile manufacturers also set up their disconnect units for manufacturing with the used car market, according to personal experience. These businesses spend a significant amount of money on commercials and other promotional techniques. The growing interest of customers as well as used-car sellers ensures that used automobiles have a bright future in the Uzbek industry.

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