



AVTOSANOAT KORXONALARI MARKETING TIZIMINING NAZARIY ASOSLARI

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Annotatsiya. Maqolada avtosanoat korxonalarining raqobatbardoshligini oshirish uchun benchmarkingdan foydalanish masalalari ko'rib chiqiladi.

Kalit so'zlar: avtosanoat korxonalari, benchmarking, tahlil, monopoliya, raqobat, iqtisodiyot, amaliyot.

ТЕОРЕТИЧЕСКОЕ ОПИСАНИЕ СИСТЕМЫ МАРКЕТИНГА АВТОМОБИЛЬНЫХ ПРЕДПРИЯТИЙ

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Аннотация. В статье рассматриваются вопросы после бенчмаркинга загрузки отказоустойчивости автовосстановления.

Ключевые слова: Анализ автопрома, бенчмаркинг, монополия, маркетинг, экономика, практика.

THEORETICAL DESCRIPTION OF AUTOMOTIVE ENTERPRISES MARKETING SYSTEM

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Abstract. The article examines the issues of using benchmarking to increase the competitiveness of auto industry enterprises.

Keywords. Auto industry enterprises, benchmarking, analysis, monopoly, competition, economy, practice.

Introduction. Today, the results of large-scale work within the framework of the research of the auto industry market, the process of development of the activities of the auto industry enterprises, show that it is necessary to organize a large part of the production in the enterprises on the basis of high-tech scientific capacity, as well as to implement marketing activities in the international and domestic markets. In particular, there is an increasing need for the formation of long-term and short-term marketing programs by evaluating the effectiveness of marketing, systematizing the processes of their formation, researching the behavior of consumers with dominant power in the market, and the processes related to the level of profitability.

At the same time, it is important to effectively influence the marketing system of auto industry enterprises by implementing the results of marketing research of international institutes in forming directions for increasing the effectiveness of the marketing activities of auto industry enterprises, and as a result, to enhance the investment potential and competitiveness of auto industry enterprises.

The process of effective use of industrial potential in our country requires attention to the fundamental improvement of industrial production. Such situations make it necessary to harmonize the activities of industrial enterprises, in particular, automobile industry enterprises, with market requirements.

Analysis of literature on the topic. Large-scale scientific research within the framework of increasing the efficiency of the benchmarking system, improving its activities, and supporting the market activity of industrial enterprises was conducted by foreign economist A. Bankin, G. Beckwith, S.N. Berdyshev, S. Bojuk, M. Gorstein, A. Carried out by Karasev, R. Fatkhuddinov, G. Harding, V. Shkardun [1].

In our country, scientific research works related to the research of the market activity of industrial enterprises, the formation and systematization of the benchmarking strategy of industrial enterprises are conducted by economists Sh., T.A. Akramov, G.B. Muminova and others [2].

The main purpose of the above research works is to increase the efficiency of the enterprises by forming the strategy of benchmarking of indust-

rial enterprises, and the dependence of the benchmarking strategy on the competitive advantage of the enterprise, the direction of the consumer and competitors has been systematically studied. However, taking into account the role of international competition and national production in the activities of industrial enterprises, in particular, the automotive industry, the process of improving the benchmarking strategy of enterprises has not been studied as an independent research object.

Decision PQ-4397 of the President of the Republic of Uzbekistan dated July 18, 2019 "On additional measures for the rapid development of the automobile industry of the Republic of Uzbekistan" and its practical implementation, ensuring the rapid development of the automobile industry and increasing its investment attractiveness, a modern market based on advanced international experience by introducing mechanisms and management methods, it has a positive effect on increasing the market activity of auto industry enterprises.

Research methodology. In the course of research, comparative analysis, logical and abstract thinking, monographic observation and other methods were widely used.

Analysis and results. Studying the theoretical foundations of the formation of marketing strategies in the automotive industry and approaches to classifying the types of marketing strategies allow defining the specifics of their use in the automotive industry of Uzbekistan and developing appropriate measures.

The analysis of the characteristics of the main methodological approaches to the development of marketing strategies of automobile industry enterprises in foreign countries practically substantiates the fact that the flexibility to the processes related to market development is important, not the relationships that arise during the development of the marketing strategy and its implementation.

According to research, the automotive industry has not taken advantage of internet marketing like other industries. Also, in terms of the use of digital marketing technologies, activity remains at a low level compared to other industries. While automotive companies have an edge in innovation, they are not superior in the use of digital marketing.

Currently, it is not necessary to allocate large amounts of funds for digital marketing, but representatives of the automotive industry should provide marketing products with good content on the most basic activity, that is, on-line platforms where buyers are active. In our opinion, the automotive industry needs to do the first tasks that are most important, namely answering customer questions online, commenting on customer opinions about products, and delivering the essence of the brand through digital platforms.

Today, the main activity of the marketing system of auto industry enterprises consists of a set of methods and means of organizing the way of enterprise, market methodology, studying consumers and their demands, creating products suitable for them, setting prices, delivering goods, presenting, selling, and providing services. All these measures serve to ensure mutual compatibility between demand and supply in the automobile market.

Since the main priority of marketing activities in the world car market is information-oriented, attention is being paid to the formation of a database for researching the market activity of auto industry enterprises in the car market. In this regard, along with the USA, Japan, Germany and other European countries, the experience of a number of East Asian countries such as Singapore, Taiwan, and South Korea gained priority.

Especially in the automotive market, the fast-changing market, the development of non-price competitive methods, highly flexible production, targeted at the individual consumer, and the size of small market sectors and market segments create flexibility for many "paths".

To date, the specialization of production in the automotive industry has reached such a level that, in a word, there is very little free space left in the intermediate segments of the market. As a result, the market competition became intense, and this process took place not on the basis of the price factor, but as a result of the improvement of quality.

In the automotive market, the "life cycle" of the product has been reduced to an unprecedented level, due to the increase in the variety of the product range, the mass production of the same item has decreased, that is, the experience of mass cutting has been abandoned. Currently, the leading Japanese companies release a new type of car on average every three months, and US companies every four months. This situation has created the need to fundamentally improve the quality of additional after-sales services in order to become a competitive product in the automotive industry.

The idea of the interaction concept in the marketing activities of the auto industry enterprises consists of relations (communication) between the buyers and the participants of the buying and selling process. In the current environment, the interaction of marketing has increased the importance of effective communication.

Since communication marketing is seen as communication in a broader sense - as a profitable connection between the enterprise and its partners, marketing tools, that is, a set of marketing methods, are needed to influence customers and other subjects in order to achieve the goal. One such tool is the marketing mix.

The marketing complex in the marketing system is called 4 "P". In this model proposed to be put into practice by McCarthy in 1960, four main elements are distinguished: product, price, place, and promotion.

In marketing activities, human participation is definitely required to satisfy the need for a certain product through the exchange. That's why the 5 "P"s are included in the above-mentioned marketing elements, where the role of people is emphasized.

The marketing mix in broad practice includes 4 marketing submixes. They are product mix, contract mix, communicative mix, distribution mix. The product mix includes measures related to the product, serving to form the product policy. These measures include product quality, customer service, warranty policy, product diversification and assortment.

Industrial enterprises have different marketing strategies depending on the marketing environment and its composition. Including:

- increase the effectiveness of the enterprise's marketing activities through the effective use of products, existing technology and related services;
- application of new methods of scientific and technical achievements in marketing management and production activities;
- mastering new markets by ensuring competitive advantage;
- formation of an effective sales process by coordinating the activities of traditional and modern sales channels.

The marketing strategy of auto industry enterprises consists of a set of relationships in the process of development and implementation of a set of effective methods and means of production and market capture aimed at increasing the position of the enterprise in the market. For this reason, the process of applying marketing strategies in the automotive industry is often determined by market segmentation and effective product placement on the market.

Studying and forecasting the demand for the product, taking into account the attitude of the buyer to the product, is the most important component of the development of the marketing strategy.

The main goal of the marketing activities of auto industry enterprises is to make high profits by adjusting production to customer needs and balancing supply and demand. Therefore, in the marketing system of auto industry enterprises, the distribution policy takes priority in achieving the set goal. This policy covers the delivery of goods from the place of manufacture to the recipient. This policy includes the justification and analysis of the sales channel, marketing-logistics, sales policy, the loca-

tion of consumers and buyers, terms of delivery, placement of finished products in warehouses, etc.

Below we consider the processes related to the formation of the marketing strategy of auto industry enterprises:

1. Formation of a marketing strategy in the presence of negative demand. If the majority of buyers do not accept and avoid cars, there will be a negative demand in the car market. The task of marketing services is to analyze why the market does not accept the product, the marketing program is based on the process of improving the product, reducing prices, changing the general view of the product and actively supporting the new demand.

2. Increasing efficiency by stimulating non-existent demand. In the car market, there is a situation where consumers are not interested in the particular product and do not pay attention to it. In this case, the main task of marketing is to arouse interest in this product among buyers.

3. Increasing sales efficiency in the conditions of declining demand. Sooner or later, any enterprise will experience a decrease in demand for one or more goods. In this situation, it is necessary to analyze the reasons for the decline in the market for goods and services. By finding target markets, it is determined that it is possible to stimulate the supply of goods by changing the characteristics of the goods or by establishing more effective relations (communication). The task of marketing here is to avoid falling demand and not to forget the need for a creative approach to product offering.

4. Formation of marketing activities in conditions of full demand. The task of marketing is to try to maintain the current level of demand, despite the change in consumer preferences and increased competition. In the current conditions, the priority is to improve the quality of goods, improve service, and constantly monitor the level of consumer satisfaction.

5. Formation of marketing activities in conditions of extremely high demand. The demand volume will be much higher than the market demand can be met. In this case, the main task of marketing is to find a way to temporarily or permanently reduce demand. In such a situation, efforts are made to reduce excessively high demand by raising product prices, incentives aimed at reducing demand, reducing services, and other measures.

Based on this goal, the marketing system of automotive enterprises is required to solve the following main tasks:

- maximum study and determination of the needs of buyers and consumers for cars;
- studying the requirements of the population for types of cars and services;
- the adaptation of the company's activities to the needs of its customers;

- segmentation of the market based on the information received about supply and demand;
- increasing the interest of buyers in purchasing goods by organizing advertising of goods;
- collecting and analyzing data to carry out research of the company that creates or sells the product;
- receiving general information about all services in the market;
- formation of an information base on complementary goods and goods that replace them;
- ensuring the maximum volume of sales by forecasting the demand for cars, etc.

The process of promoting sales in the marketing system of auto industry enterprises is considered one of the important priority tasks, and by promoting sales, the enterprise tries to maximize the level of sales of the goods released to the market in the planned amount. This has an effective impact on the overall cost recovery and profit-making process.

In the marketing system of auto industry enterprises, such forms of sales promotion as exhibition-trade, fairs, use of services of special sales agents, and low prices are actively applied.

The organization of the marketing system of the automotive industry and the regulation policy requires a clear analysis of the influence of the decisions made at each stage of the movement of the mass of goods from the producer to the consumer. In this case, selling cars means all the connections between production and trade. It includes wholesale and retail trade, transportation, and storage.

Product policy is considered important in the organization of the marketing system of auto industry enterprises, and the comprehensively thought-out product policy within the enterprise is a factor in ensuring the financial stability of the enterprise. Therefore, the organization and management of the product policy in the automotive industry have an impact on ensuring that the manufactured product is intended for a specific consumer group, as well as ensuring that the product has a specific consumer destination.

Due to the fact that in the implementation of marketing activities of industrial enterprises, it is required to use all the marketing activities at the same time, it is impossible to allow a marketing event or activity to be left behind in the auto industry enterprises. This process is carried out by ensuring a continuous flow of information from the consumer to industrial enterprises and trade, and from them in the opposite direction. This allows the auto industry enterprise to make changes in the field of production, product assortment, terms of sale and service in real time.

The complex integrated relationship in the marketing system of the enterprise creates the need

to solve organizational issues, consisting of the management and planning system of the enterprise, distribution, relations in the domestic market and foreign trade, and sales through highly equipped market channels. The practical performance of such a number of tasks in the enterprise serves to increase the efficiency of the marketing system.

The practice of studying the market into segments to increase the marketing efficiency of auto industry enterprises is widely used in the experience of developed countries such as the USA, France, Germany, England, and Japan. Auto industry enterprises give priority to their territorial aspects when segmenting the market. New information technologies and communication tools play an important role in the development of such an approach.

Currently, the creation of systems capable of mass production and delivery aimed at customers in the automotive industry causes the transition of the enterprise to the mass production of goods intended for individual consumers in the market of production tools.

The use of new technologies shows the need for auto industry enterprises to change their marketing system from a monologic marketing system to a dialogue marketing system. In this process, it is observed that the consumer of the means of production actively participates in the production of the goods he needs, and it is considered to be of decisive importance in increasing the efficiency of the enterprise.

The marketing system, based on the independence of the participants of the economic relations taking place in the market, requires the solution of coordination and exchange problems of supply and demand, mainly at the level of microeconomic entities. However, any entity is related to the market, which tries to serve specific consumers, from which there is an opportunity for the target market to operate.

It can be seen in the table below that studying the characteristics and preferences of the target market is one of the important aspects of marketing research (Table 1).

As can be seen from the table, the specific characteristics of the target market consist of researching and capturing the market, finding, attracting, and satisfying the needs of consumers, and maintaining and strengthening a constant relationship with the consumer. At this point, the most important task facing enterprises and firms is to determine their main market, and there are different approaches to its implementation. First, evaluate the product from the consumer's point of view: the product should bring benefits to the consumer, which are manifested in the form of solving the specific problem of the customers.

Target market characteristics and preferences

Main economic components	Traditional simple selling	Target market
Initial stage of work	Manufacturing product	Identify and select a target market
The main object of attention	Product	Consumer and his needs
Means of achieving the goal	Sale of goods produced in different ways	Production of goods needed by the consumer, delivery at the right time and place, providing services, providing information, encouraging them
Target	Profit by buying more goods	Making profit by fully satisfying customers
Producer and consumer relationship	Short-term contact with the consumer	Maintaining and strengthening constant contact with the consumer

Source: compiled by the authors.

It can be seen that the level of performance of the product is reflected in its utility for the consumer. Therefore, the first task in determining the target market is to identify the need to be satisfied.

Since not everyone has the same need, there is a difference between them, and the feature of mutual differentiation between some aspects and the level of need is a priority. So, distinguishing a group of consumers with a certain need from among consumers, their scope requires increasing the efficiency of the enterprise or organization.

A certain group of consumers uses various tools and modern technologies to solve consumer problems. Since what kind of technology should and can be used in solving the consumer problem is of great importance, studying the basic needs of consumers, methods of satisfying them in a stable state, technologies often change, and the state of science and technology development creates new opportunities.

Based on the above, not all consumers in the main market can be buyers of one company's goods, they are distributed among different competitors on different bases according to uncertain options of the offer. As a result, each enterprise can attract a part or group of consumers in the main market and satisfy their needs. In addition, the needs, tastes, perceptions of the usefulness of the product, purchasing power, market behavior and other characteristics of consumers of one product or its type are not the same.

Currently, no matter how big the company is, it does not have the opportunity to cover the entire market, so it cannot satisfy the needs of all consumers. Due to the intensive nature of the market segmentation in developed countries, companies try to identify consumer groups that differ from each other in terms of their demand, desire and response to the influence of marketing tools.

As the market economy develops, this direction becomes stronger. The expected result cannot be achieved by approaching all consumers in the same way. Being more proactive in getting closer to consumers requires different strategies. The diver-

sity of advertising media and distribution channels complicates the application of the mass marketing strategy of unified auto industry enterprises. Therefore, companies and enterprises are moving from mass marketing to targeted marketing.

Targeted marketing is carried out step by step, and in our opinion, it covers the stages of market research, market segmentation, selection of target segments and finding a place for the product in the market, i.e. gaining favor with the consumer. At this point, one of the most important rules of working in the market should be emphasized: it is not possible to buy goods that satisfy the needs of all buyers, but only goods that fully satisfy the needs of a certain buyer can be sold.

Therefore, consumers are not interested in the same product, not all consumers buy a particular product at the same time, that is, they do not act in the same way on the market. After all, consumers are made up of different layers that are different from each other. It is necessary to use specific methods, tools, approaches and strategies in order to study their needs in detail, to understand them more deeply, and to fully satisfy them.

For this, it is necessary to clearly separate the layers of consumers from each other, in other words, to form groups of consumers within the framework of the target market. At the same time, before entering new segments, the enterprise can assess its scientific and technical capabilities, assess the level of qualifications of its employees, the availability of resources, solve the tasks related to entering new segments, and has a positive effect on the process of selecting target segments. It is suggested to choose one of the five types of the target market when determining the segments that the enterprise will absorb, taking into account various options. The first of the picture is to focus on one segment, which has its own positive aspects. In this way, it is possible to know their customers well and maintain their position in the market. As a result, it becomes possible to allocate more funds to the expansion of production and advertising, to the improvement of the movement of goods.

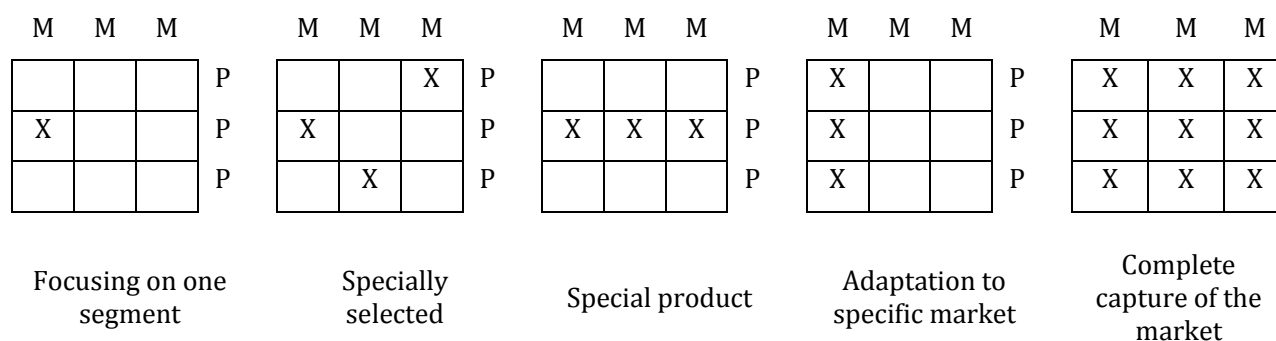


Figure. Types of target markets

Source: compiled by the authors.

It is also possible to shorten the payback period of investments while gaining a leadership position in the selected segment. In the special type of product selection of target market segments, all efforts are focused on the manufacturing of the same product, the product is presented to several market segments. As for the type of specialization in the specific market, the enterprise is based on meeting the various needs of the selected group of consumers. In this case, the enterprise takes a strong position in the selected market and becomes a supplier of such goods necessary for a certain group of consumers. The next is the type of complete capture of the market, in which the enterprise (firm) is based on the provision of various products in demand. In this case, non-differentiated or differentiated marketing can be widely used.

The selection of market segments requires, first of all, the definition of the target market. In this case, principles such as evaluating the product from the consumer's point of view, distinguishing consumers who have this need from the majority, identifying ways to solve consumer problems, and developing methods to satisfy the fundamental needs of consumers create an opportunity to further improve the selection of target market segments in the marketing system.

Based on this, we emphasize that the market is a tool that determines whether the produced, offered and sold goods meet modern requirements, covers the expenses spent on them and can make a certain amount of profit, and ensures the mutual interests of the producer and the consumer.

It is known that in the current global economy, the role and importance of ICT, based on computer and telecommunication technologies, the production of software products and the provision of a wide range of interactive services based on them, is increasing. Therefore, every year, a rating system is formed among all countries on the basis of unified development criteria (IDI) for the development of ICT in the country.

In 2019, 176 countries took part in this ranking, and Iceland took first place in terms of overall indicators. During the rating year, the average IDI index for all countries increased by 0.18 points to 5.1 points, which explains the rising state of the overall measure for the first time. Among the regions of the world, European countries with the highest average score (7.50 points) continue to lead the way in ICT development. In the American region, the USA and Canada lead the IDI rating.

The development of ICT at the national level has a positive effect on the level of competitiveness in all spheres. Because they create favorable conditions for collecting, summarizing and effectively managing a large amount of information. This directly leads to the rapid development of the country's economy, and to the increase of marketing efficiency in enterprises.

The rational use of ICT opportunities plays an important role in increasing the efficiency of marketing activities of auto industry enterprises and ensuring that it has real market characteristics. Therefore, it is necessary to comprehensively research the role of the ICT services market, which is considered the leader in the service market of our country, in solving financial and marketing issues, and develop comprehensively based recommendations in this regard.

The tasks of ICT as the main means of effective organization of marketing activities of auto industry enterprises, bringing products and services to the market, and studying the needs and wants of consumers are manifested in the following:

- development of methods of research of purchasing power, taking into account the requirements of consumers for products and services, and assistance in their practical application;
- determination and assessment of the competitiveness index of the products and services provided by the enterprise;

- determination of consumer requirements for products and services and calculation of growth dynamics;

- identification of market requirements that competing enterprises cannot meet;

- development of innovative approaches to the distribution of the company's products to their sales channels.

Marketers of automotive enterprises need to clearly define the general goal in the process of studying the problems in this regard. The mechanism of data collection is different, they can be collected from newspapers, special public magazines, direct communication with consumers and social surveys. Determining consumer opinions about the product is often done through questionnaires and interviews.

Internet services are developing widely as an alternative option for providing effective customer service, summarizing consumer opinions about cars, comparing prices, and in some cases implementing contracts. According to research, the automotive industry has not taken advantage of internet marketing like other industries. Also, in terms of using digital marketing technologies, activity remains at a low level compared to other industries.

While the automotive industry has an advantage in innovation, it does not have an edge in the use of digital marketing. In the present situation, it is not necessary to allocate large amounts of money for digital marketing, but representatives of the automotive industry should provide marketing products with good content on online platforms where buyers are active.

The integrated marketing information system of JSC "Uzavtosanoat" consists of modules based on information and communication technologies. Field-related modules include financial reporting, personnel management, organization of production activities, implementation of project monitoring, implementation of procurement, analysis and forecasting of management activities, improvement of logistics system efficiency, execution and control of service activities, call center and others.

The modular marketing information system has the feature of a complex connection of the company with the government portals, and the company's strategic partners such as GM, MAN, ISUZU, the company's resources, the LEX regulatory framework and other information sources take place in the module. The main purpose of this system is to create positive sales in the markets by establishing effective communication links with consumers through the collection, storage and analysis of data on the vertical integration of the auto industry.

UzAuto System system to create a unified information environment for collecting and storing information on the activities of enterprises that are

part of "Uzavtosanoat" JSC, to automate and standardize activity processes, to organize joint activities of enterprises and management staff within the company, to create a large-scale database on the automotive industry, implements benefits such as analyzing reports and drawing general conclusions on them, authorization at login and data encryption.

By forming a unified information structure in the form of a single integrated cluster in the field of B2B of automobile industry enterprises, the following efficiency is achieved:

- a single database of enterprises specializing in the production of automobiles and its spare parts operating in the republic will be formed and effective communication will be established between them;

- integration of the main business processes, uniform structure of data (standardization), automatic collection of reports (consolidation), integration with the main enterprises is achieved with the help of corporate communication;

- effective integration with government bodies is ensured, the possibility of connecting outside the corporate network is created;

- efficiency is achieved in working with international corporate clients, foreign trade, logistics system, signing agreements.

The development of e-commerce is considered an important sector of G2C services, which ensures the relevance of this direction, the organization of tenders for state purchases and orders with e-Commerce tools, the implementation of state investment and innovation projects, social programs, and the effective implementation of mutual economic cooperation between the state and business.

By encouraging the development of e-Commerce, the state provides public services to both business entities and the population, and contributes to the creation of a business environment. More precisely, G2B and G2C systems are naturally complemented by B2B and B2C relations, which form the necessary infrastructure of civil-legal and economic-legal relations in the e-government system.

Internet marketing strategies in accordance with modern requirements play an important role in the radical improvement of the system of retail sales of manufactured cars and service services to the population. The main tasks for increasing the transparency and efficiency of trade in "Uzavtosanoat" enterprises are reflected in the "roadmap".

In order for the enterprises of the automobile industry to ensure competitive advantage, it is appropriate to form the marketing technology model of the automotive information system of "Uzavtosanoat" JSC "Uzavtosanoat" as an effective communication strategy focused on the internatio-

nal market and aimed at ensuring mutual effective integration of enterprises.

The use of direct-marketing strategy in Uzbekistan's automobile industry enterprises, unlike mass communications, is the most effective means of direct communication with consumers, it is of great importance in increasing the transparency and efficiency of retail trade.

The following means of using direct marketing methods in the automobile industry of the Republic of Uzbekistan can be singled out:

- direct sales (face to face);
- sale by mail;
- sales by phone, telemarketing, online sales system (online ordering, web marketing, mail marketing).

In order to implement a direct marketing strategy in the automotive industry, it is desirable to establish a virtual trading platform, where an effective transaction between the seller and the buyer and a system of financial and trade transactions are made.

Internet capabilities allow online trading, reduce sales costs by 75%, and effectively organize direct communication between consumers and the enterprise. This system also plays an important role in improving the efficiency of providing after-sales services to consumers.

One of the main tasks of direct marketing is to establish direct communication with the representatives of the targeted communication circle, as well as to provide consumers with information about the enterprise and to form their loyalty to the enterprise. Effective feedback also allows you to reduce financial risks by knowing exactly how customers respond to offers.

Since the customer response can be predicted, it is possible to calculate the necessary funds to be spent to achieve the planned result. The elimination of a large number of intermediaries between each other and customers due to the establishment of direct communications ensures transparency in trade and significant savings.

If it is not possible to get rid of any intermediary links for objective reasons, direct marketing allows eliminating excess costs by defining the scope of target communication. The centralized electronic system, which enables online monitoring of the application status for the purchase of a car by JSC "Uzavtosanoat" since September 2017, is aimed at centralizing the car sales system and ensuring online sales processes, and directly connects the manufacturer, dealer and customer to each other. The connecting "Chevrolet.uz" unified sales portal has been launched.

Information and communication technologies have literally become the happy assistants of manufacturers and service providers. They serve to im-

rove the quality of manufactured products and increase their competitiveness, release them to domestic and foreign markets, find buyers, reduce costs, increase efficiency, develop the country's economy, and increase export potential.

Conclusion. The effectiveness of reforms related to the radical improvement of the automotive industry in our country requires increasing the work and market activity of the sector. The work and market activity of the industry is considered to be directly dependent on the investment process, its efficiency and capacity, and it is manifested by public placement of shares of the joint-stock company, which is part of the auto industry enterprises, in the local and international stock markets.

Market activity of the automotive industry requires increasing production efficiency and improving quality, increasing the export potential of enterprises, increasing competitiveness in international and national markets by using a market-oriented marketing strategy, and implementing the following:

1. Due to the fact that the use of marketing-mix elements in the development of marketing strategies by the automobile industry enterprises of our country is insufficient, it is required to ensure the active movement of the operating automobile industry enterprises in the "global value chain (GVCs)" as effective marketing strategies.

2. Since the development of a marketing strategy in autocanoat enterprises reflects the determination of development directions that take into account the capabilities of the enterprise, its current situation in the market, factors affecting the internal and external environment under risk conditions, the decision on the choice of marketing strategy is made separately for each enterprise, only on the basis of general requirements rather, it is necessary to determine with the help of the specific internal parameters of the enterprise's activity, to develop and implement a specific marketing strategy.

3. By introducing the automotive information system integrated into the industry (UzAuto System) of JSC "Uzavtosanoat", along with the achievement of appropriate integration in the field of B2B, it will be possible to achieve a competitive position in the international market, effective work in the "global value chain (GVCs)" and increase international competitiveness.

4. In order to regulate relations in the car market of Uzbekistan, to establish direct communications with consumers, to eliminate a large number of intermediaries between each other and between customers, to ensure transparency in trade and significant savings, the proposed direct marketing strategy includes online acceptance of consumer orders, exclusive sales makes it possible to ensure high efficiency by using the method.

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**ИННОВАЦИОН МАРКЕТИНГ ТАДБИРКОРЛИК ВА БИЗНЕСНИНГ
АСОСИЙ ФАОЛИЯТИ СИФАТИДА**

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Аннотация. Мақолада глобаллашган иқтисодиётда инновацион маркетинг, товар ва хизматларнинг янги турларида тадбиркорлик фаолиятида инновацияларнинг маркетинг тадқиқотларига таъсири, шунингдек, инновацион маркетингни ташкил этиши ҳамда бизнеснинг асосий вазифалари сифатида маркетинг ва инновациянинг хусусиятлари ёритиб берилди.

Калит сўзлар: маркетинг, инновацион маркетинг, латерал маркетинг, рақамлаштириш, IT- технологиялар, креативлик, старт-ап.

**ИННОВАЦИОННЫЙ МАРКЕТИНГ И КАК ГЛАВНЫЕ ФУНКЦИИ БИЗНЕСА
И ПРЕДПРИНИМАТЕЛЬСТВА**

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Аннотация. В статье рассмотрен инновационный маркетинг в условиях глобализации экономики, влияние инноваций на маркетинговом исследовании в предпринимательской деятельности в новых видах товаров и услуг, а также рассмотрено организации инновационного маркетинга, выявлены особенности маркетинга и инноваций как основных функций бизнеса.

Ключевые слова: маркетинг, инновационный маркетинг, латеральный маркетинг, цифровизация, IT- технологии, креативность, старт-ап.