

Theoretical description of marketing system of automotive enterprises

*Kongratbay Sharipov*¹, and *Umida Zaynutdinova*²

¹Tashkent State University of Economics, Tashkent, Uzbekistan

²Independent researcher of Turin Politechnical university in Tashkent, Tashkent, Uzbekistan

Abstract. The article examines the issues of using benchmarking to increase the competitiveness of auto industry enterprises. In the present conditions, the interaction concept in the marketing activities of auto industry enterprises consists of relations (communication) between buyers and the participants of the buying and selling process; scientific proposals and recommendations are given to increase the importance of effective communication of marketing interaction. 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 research institutes in forming directions for increasing the effectiveness of the marketing activities of auto industry enterprises, and as a result, to increase the investment potential and competitiveness of auto industry enterprises. Studying the theoretical foundations of the formation of marketing strategies in the automotive industry and approaches to classifying the types of marketing strategies allow to determine the peculiarities of their use in the automotive industry of Uzbekistan and to develop 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.

1 Introduction

Today, the results of large-scale research 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 based on high-tech scientific capacity and to carry out large-scale 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.

Today, increasing the effectiveness of the marketing system of automobile industry enterprises is based on ensuring a free competitive environment, not by setting prices. The President of the Republic of Uzbekistan Sh. Mirziyoyev's address to the Oliy Majlis on

January 24, 2020, said: "... now we should focus not on setting prices, but on reducing prices and increasing quality by ensuring healthy competition between enterprises. Studying the international experience, it is necessary to open the way for the private sector to the monopoly areas where competition can be introduced, thereby creating a competitive environment" [1].

The above circumstances serve to justify the importance of the process of conducting research aimed at increasing the investment and innovation potential of auto industry enterprises, ensuring their competitiveness, and increasing the volume of sales are researched by A.Bankin [2], G.Beckvit [3], S.Bojuk [4], M.Gorshtein [5], A.Karasev [6], G.Harding [7], V.Shkardun [8].

In our country, scientific research works related to the research of the market activity of industrial enterprises, the formation and systematization of the marketing strategy of industrial enterprises were conducted by economists Ergashkhodzhaeva Sh., Sharifkhodzhaev U.[9], M.Ikramov[10], T.A. Akramov[11] and others.

The main purpose of the above research work is industrial enterprises. It is dedicated to increasing the efficiency of the enterprises by forming the marketing strategy, and the marketing strategy's dependence on the enterprise's competitive advantage, the direction of the consumer, and competitors are systematically researched. But the process of improving the marketing strategy of enterprises, taking into account the place of international competition and national production in the activities of industrial enterprises, in particular, the auto industry, has not been studied as an independent research object.

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

Decision No PD-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.

2 Methods

Several research methods, such as scientific abstraction, systematic analysis, logical analysis, induction, and deduction, logic are widely used in research work.

3 Results and Discussion

Today, the main activity of the marketing system of auto industry enterprises consists of a set of methods and means of organizing the operation of the enterprise, the market methodology, the study of consumers and their demands, the creation of goods suitable for them, pricing, the delivery, presentation, sale, and service of goods. 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 forming 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 several 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".

In the automotive market, the "life cycle" of the product has been shortened 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. 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 improve the quality of additional after-sales service to become a competitive product in the automotive industry. Marketing communication is seen as communication in a broader sense - as a profitable connection between the enterprise and its partners, so marketing tools, that is, a set of marketing methods, are needed to influence customers and other subjects to achieve the goal. One such tool is the marketing mix. The marketing mix in broad practice includes 4 marketing submixes. They are product mix, contract mix, communicative mix, and 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 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 providing a 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 is aimed at increasing the position of the enterprise in the market. It consists of a set of relations in the process of development and implementation of a set of effective methods and means of production and market capture. 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.

Since in the implementation of marketing activities of industrial enterprises, it is required to use all the marketing activities simultaneously, 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 providing a continuous flow of information from the marketing activities of the enterprise 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 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 some tasks in the enterprise increases the efficiency of the marketing system.

The practice of segmenting the market into segments to improve 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. The role of

new information technologies and communication tools is important for developing such an approach.

New technologies indicate 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. 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).

Table 1. Target Market Features and Benefits*

Main economic components	Traditional simple selling	Target market
The initial stage of work	Production of goods	Identify and select a target market
The main object of attention	Goods	Consumer and his needs
A means to an end	Sale of goods produced in different ways	Production of the goods needed by the consumer, delivery at the right time and place, providing services, giving information, encouraging them
The goal	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

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

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

As the market economy develops, this direction becomes stronger. The expected result cannot be achieved by approaching all consumers similarly. Being more active in getting closer to consumers requires different strategies. The diversity of advertising media and distribution channels complicates applying 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, that is, gaining favor with the consumer. At this point, one of the most important rules of working in the market should be emphasized: it is impossible 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. 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 should be able to assess its scientific and technical capabilities, the level of qualifications of its employees, the availability of resources, etc. solving tasks related to entering new segments 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.

M	M	M		M	M	M		M	M	M		M	M	M		M	M	M
			P			X	P				P	X			P	X	X	X
X			P	X			P	X	X	X		P	X			P	X	X
			P		X		P				P	X			P	X	X	X
Focusing on one segment				Specially selected			Special product				Adaptation to specific market			Complete capture of the market				

Fig. 2. Types of target market (* Compiled by the authors)

The first of the picture focuses 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 expanding production and advertising to improve the movement of goods.

The concept of intensification of commercial activities and the concept of marketing are often confused. In the first concept, it solves the customer's need, that is, his problems, and in the second concept, it satisfies the customer's need, that is, with the goods he needs. Figure 1 compares these two concepts. The main object of the concept of commercial intensification is the company's customers and their needs and requirements.

The object of primary attention	The subject of achieving the goal	The ultimate goal
Goods	Commercial activities encourage	Profit through increased sales
Consumer needs	Marketing is a complex activity	Making a profit by satisfying consumer demand

Fig. 1. Marketing concept.

The tasks of ICT (Information and communications technology) as the main tool for the 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 application in practice;
- determination and assessment of the competitiveness index of the products and services provided by the enterprise;
- determining consumer requirements for products and services and calculating growth dynamics;
- identifying market requirements that competing enterprises cannot meet;
- development of innovative approaches to distributing enterprise products to their sales channels.

Marketers of automotive enterprises need to clearly define the general goal in studying the problems in this regard. The data collection mechanism differs; 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.

It is permissible to use modern ICT and programs to conduct interviews about the general characteristics and possibilities of the use of cars to collect relevant opinions. Suppose the marketing research results are implemented with the help of ICT. In that case, it becomes much easier for marketers to collect and analyze information about consumers and products in real time.

In developed countries, the following activities using ICT are widely used in the effective implementation of marketing activities of automobile industry enterprises:

- analysis of the external environment, including means of product sales and delivery. According to the analysis results, the factors that help and hinder business activity are clarified. It helps to solve existing problems and make necessary decisions on marketing to form ICT data bank;
- use of ICT in the analysis of demographic, financial, and geographical information of customers with the motive of making decisions on "purchase" in the process of a comprehensive study of consumers;
- use of ICT in creating new services, developing concepts for updating old systems, and planning existing services;
- use of ICT in planning the distribution and sale of finished products;
- use of ICT in enterprise and product advertising, organization of prestigious non-commercial events;
- use of ICT in price policy implementation, price planning, and price discount calculation;
- use of ICT in managing marketing activities as a system and developing a marketing program;
- the use of ICT in improving the efficiency of decision-making related to assessing risks and returns in the enterprise market.

The modular marketing information system has the feature of the complex connection of the company with the government portals, company resources such as GM, MAN, ISUZU, which are strategic partners of the company, the legal framework of LEX, and other information sources take place in the module structure. 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.

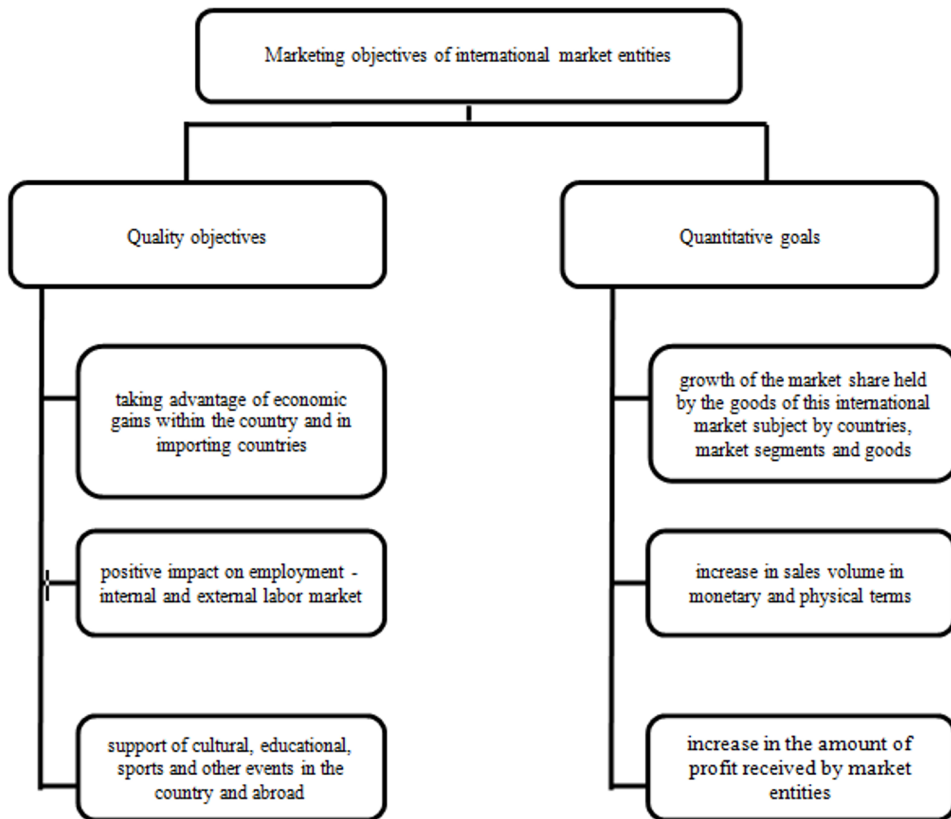


Fig. 3. Marketing objectives of international market entities*

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, automating and standardizing activity processes, organizing the joint activities of enterprises and management staff within the company, creating a large-scale database on the automotive industry, it 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, unified data structure (standardization), automatic collection of reports (consolidation), and 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 systems, and signing deals.

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.

4 Conclusions

In our country, the effectiveness of the reforms related to the radical improvement of the automobile industry 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 is manifested by the public placement of shares of the joint-stock company, which is part of the auto industry enterprises, in the local and international stock markets.

The market activity of the automobile industry requires increasing the efficiency of production and improving the quality, increasing the export potential of enterprises, and increasing their competitiveness in the international and national markets by using a market-oriented marketing strategy.

1. Since 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 autocannon at 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, not only based on general requirements. Rather, it is necessary to determine, with the help of specific internal parameters of the company's activity, to develop and implement a specific marketing strategy.

3. The competitiveness of the auto industry enterprise is, firstly, the superiority of the enterprise's products over those of other competitors in terms of many features; secondly, it is necessary to ensure the competitiveness of the enterprise through product competitiveness, as it is based on the realization of clear competitive advantages that allow the enterprise to sell its products on the market under the most profitable conditions.

4. It is desirable to improve the marketing system of the enterprise and increase the volume of products brought to the market due to the methodology of developing marketing strategies and marketing strategies of bringing new products to the market for conducting marketing research in auto industry enterprises.

5. Implementing marketing strategies based on diversification of territories, products, and their transportation, organization of new products in automobile industry enterprises, increased production volume, and export potential in the regions, in which diversification, focusing, and cost advantage strategies are proposed.

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