



Improve The Efficiency Of The Auto Industry Enterprises Marketing System

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ABSTRACT

The article explores the theoretical and methodological basis for improving the efficiency of the marketing system of the automotive industry. Scientific proposals and practical recommendations for improving marketing efficiency with a methodological approach to performance evaluation based on criteria and indicators aimed at a comprehensive study of the factors influencing the effectiveness of the marketing system of automotive enterprises.

KEYWORDS

Brand of automotive enterprises, competitiveness, marketing efficiency, marketing strategy, mass communication, export potential, marketing costs, marketing activities.

INTRODUCTION

Today, the brand of the automotive industry has a strong position in world markets. In turn, the brand of the automotive industry requires the development of effective marketing strategies, the implementation of systemic tasks to improve them, taking into account the tastes and desires of consumers. In practice, the globalization of production is assessed by the extent to which the marketing strategies of

industrial enterprises are used in today's environment, which has become an important criterion for ensuring a high level of competitiveness of automotive enterprises.

In the world practice, a large part of the costs of automotive enterprises leads to the organization of high-tech and science-intensive production, development of marketing

strategies for international markets, implementation of marketing strategies in the industry, large-scale research to ensure investment potential and competitiveness. In particular, expanding the capacity of the automotive industry requires special attention to the development of marketing strategies aimed at increasing its contribution to sustainable economic development in the global market. In this regard, it is important to form a marketing system that measures the criteria for assessing the marketing effectiveness of industrial enterprises, the processes of their formation, the behavior of consumers dominating the market, measuring the level of profitability.

The formation of the marketing strategy of the automotive industry is of great importance in the implementation of the tasks of increasing the industrial potential of Uzbekistan. This issue is addressed in the Action Strategy for the Development of the Republic of Uzbekistan for 2017-2021: "Further modernization and diversification of industry through the transition to a qualitatively new level of high-tech processing industries, primarily on the basis of deep processing of local raw materials." »[1] has been identified as one of the important tasks. Effective implementation of these tasks requires research aimed at shaping the marketing strategies of the automotive industry in Uzbekistan.

THE MAIN FINDINGS AND RESULTS

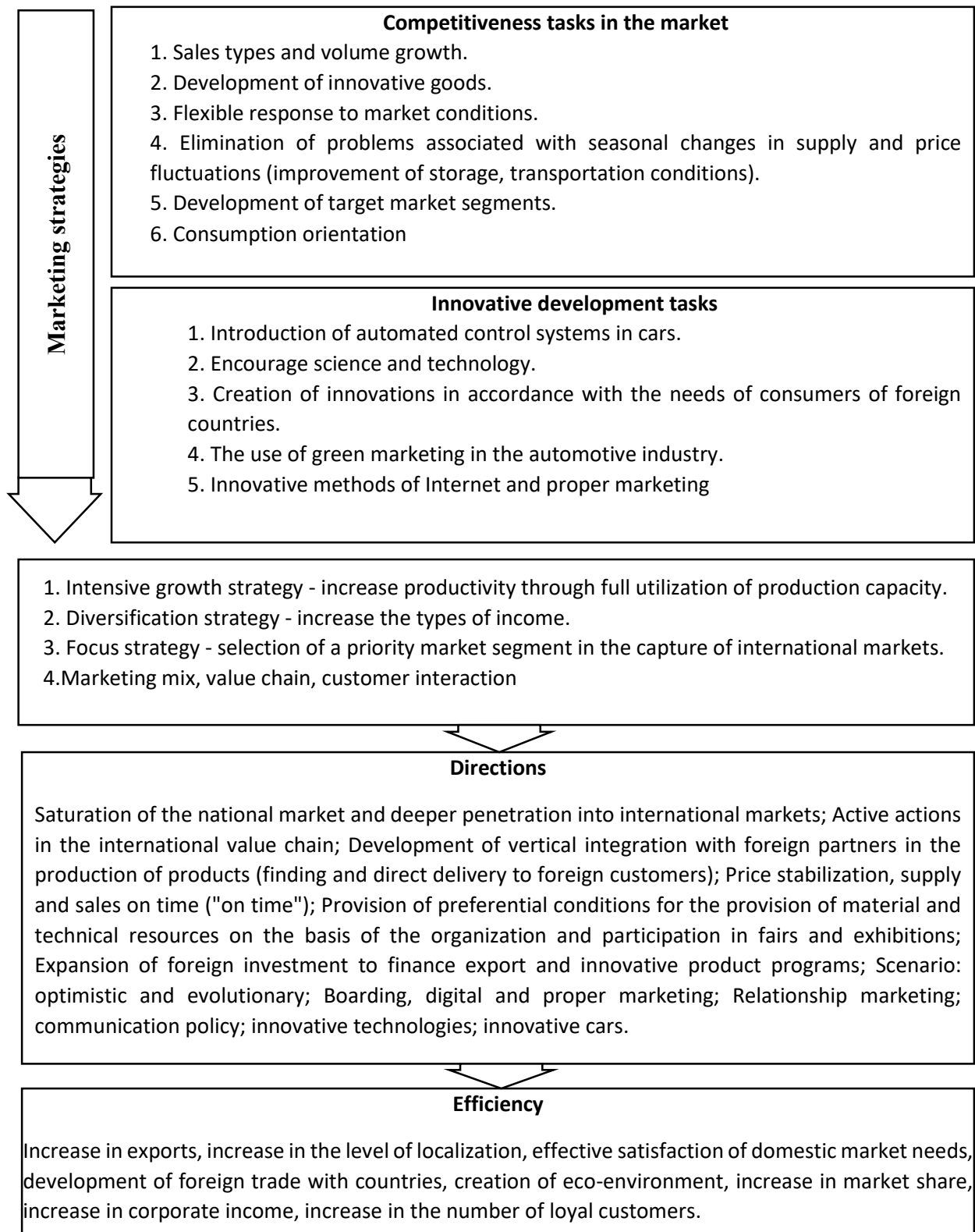
Research aimed at shaping the marketing strategy of industrial enterprises Azoev GL [1], Belenov ON [2], Saliy VV [3], Fatkhuddinov RA [4], Harding G [5], Shkardun V.D [6], Muhiddinov DM [7], Soliev A [8] and a number of other economists, in this study, the

organization of production of high-tech and science-intensive products using marketing strategies in industrial enterprises, new marketing aimed at the development of industrial enterprises. Theoretical and methodological bases of the introduction of services and increasing the competitiveness of the national economy are studied. However, the situation with the formation of marketing strategy and improvement of its structural structure in the context of international competition in the automotive industry has not been scientifically studied.

ANALYSIS AND RESULTS

According to scientific research, it is vital to find and produce products that are new in terms of novelty, quality, consumer qualities, forming new markets and new consumer demand. Automotive companies need to have at least 3-5 years of reserves to succeed in the global market and to predict the return on investment. Delay in entering the market, in essence, prolongs the life cycle of the product in the market or in the growth phase, and the chosen strategies fail altogether. Therefore, it is advisable to adopt a marketing strategy as the main approach in solving these problems.

In contrast to mass communications, the use of modern marketing strategies in the automotive industry is the most effective means of direct communication with consumers, which plays an important role in increasing the transparency and efficiency of retail trade. In turn, the structure of the marketing strategy of the automotive industry: the tasks of competitiveness in the market; marketing opportunities; tasks in the field of automobile production; areas of activity include TB (Figure 1).



1-picture. Marketing strategies of Auto Enterprises

Маркетинг стратегияси асосида автосаноат корхоналаридаги вазифалар, clear activity directions are displayed. Before determining the effectiveness of marketing activities of automotive enterprises, it is necessary to understand that this activity depends on the personnel, logistics, information and organizational resources, which are the main tasks facing the enterprise.

As a result of the implementation of marketing strategies in the automotive industry, the following efficiency is achieved:

- Increase in exports, increase in the level of localization;
- Effective satisfaction of the needs of the domestic market;
- Development of foreign trade with countries;

- Creation of ecological environment, increase of market share, increase of enterprise income, increase of number of loyal customers.

The effectiveness of the marketing activities of the automotive industry is necessary to ensure the implementation of its economic and financial, market activities, strategic and tactical plans, the achievement of positive results in domestic and foreign trade. In this case, it is expedient to determine the effectiveness of innovations in the automotive industry by dividing them into a number of blocks. In this regard, we recommend the following additive model to determine whether the marketing strategies implemented by the automotive industry increase or decrease the efficiency of economic activity over a period of time:

$$\Delta P_{ИМФ} = P_{ИМФ_n} - P_{ИМФ_{n-1}} \quad (1)$$

Here $\Delta P_{ИМФ}$ - The result of the implementation of marketing strategies in the automotive industry, soums;

$P_{ИМФ_n}$ - At the same time: - absolute growth (decrease) of market activity of the automotive industry;

$P_{ИМФ_{n-1}}$ - The results of the current marketing activities of the automotive industry, soums.

A number of methods for determining the effectiveness of the results of marketing activities in the automotive industry, a complex system of criteria for evaluation in 3 areas according to the nature of the performance indicators are proposed. In this method, i.e., indicators of customer relationship change; development of market activity of the enterprise as a result of marketing activities; financial and economic indicators of enterprise marketing activities are aggregated (Table 1).

Table 1

Selected criteria for assessing the effectiveness of marketing activities in industrial enterprises

Directions	Criteria	Definition formula
I. Customers in relation to the marketing strategy of the enterprise indicators of positive or negative change in relationships		
COMPATIBILITY INDICATORS	1.1. Customer satisfaction index	$\Delta CSI = CSI_n - CSI_{n-1}$
	1.2. Promoter index change	$\Delta NPS = NPS_n - NPS_{n-1}$
	1.3. Customer dissatisfaction, complaints	$\Delta Q_{рек} = Q_{рек,n} - Q_{рек,n-1}$
	1.4. Variation in the number of reviewers	$\Delta Q_{хул} = Q_{хул,n} - Q_{хул,n-1}$
	1.5. Change in the number of consultants	$\Delta Q_{тав} = Q_{тав,n} - Q_{тав,n-1}$
SUBJECT VIEWS OF BUYERS	2.1. Customer satisfaction level	$\Delta УДУ = УДУ_n - УДУ_{n-1}$
	2.2. Brand, the value of customer attitude to the brand	$\Delta УДО = УДО_n - УДО_{n-1}$
	2.3. Customer cooperation period	$\Delta T = T_n - T_{n-1}$
	2.4. Buyer's repurchase	$\Delta Q_{к,х} = Q_{к,х,n} - Q_{к,х,n-1}$
	2.5. Increase the number of customers	$\Delta Q_{х,с} = Q_{х,с,n} - Q_{х,с,n-1}$
AWARENESS AND KNOWLEDGE INDICATORS	3.1. Level of brand awareness	$\Delta Q_{бд} = Q_{бд,n} - Q_{бд,n-1}$
	3.2. Number of telephone calls	$\Delta Q_{т.м.д.} = Q_{т.м.д.,n} - Q_{т.м.д.,n-1}$
	3.3. Number of visits to the site	$\Delta Q_{с.м.д.} = Q_{с.м.д.,n} - Q_{с.м.д.,n-1}$
	3.4. Number of e-mail requests	$\Delta Q_{э.п. м.} = Q_{э.п. м.,n} - Q_{э.п. м.,n-1}$
II. Outcome indicators of marketing strategies		
FOREIGN MARKETING	4.1. Increase market share	$\Delta DP = DP_n - DP_{n-1}$
	4.2. Increasing market share compared to the strongest competitor	$\Delta \frac{DP_c}{DP_k} = \frac{DP_{c_n}}{DP_{k_n}} - \frac{DP_{c_{n-1}}}{DP_{k_{n-1}}}$
	4.3. Level of market coverage	$\Delta ДП = ДП_n - ДП_{n-1}$
	4.4. Changes in network rankings	$\Delta P = P_n - P_{n-1}$
INTERNAL MARKETING	4.5. The weight of innovation costs	$\Delta \frac{DP}{MЗ} = \frac{DP_m}{MЗ_n} - \frac{DP_{n-1}}{MЗ_{n-1}}$

	4.6. The weight of marketing costs	$\Delta \frac{DM}{MM} = \frac{DM_m}{MM_n} - \frac{DM_{n-1}}{MM_{n-1}}$
III. Financial and economic indicators of marketing activities of the enterprise		
FINANCIAL RESULTS	5.1. Product sales volume change:	$\Delta B = B_n - B_{n-1}$
	5.2. Benefit size change:	$\Delta \Pi P = \Pi P_n - \Pi P_{n-1}$
	5.3. Value added size change:	$\Delta EVA = EVA_n - EVA_{n-1}$
	5.4. Tobin's coefficient change	$\Delta TO = TO_n - TO_{n-1}$

Depending on the effectiveness of the chosen strategy in the marketing activities of the automotive industry, the state of the coefficients of change over the period of its implementation and previous periods, the total result value is found by the following formula:

$$\bar{K}_{P_p} = \sqrt[m]{K1_p * K2_p * \dots * Km_p} \tag{2}$$

Here:

\bar{K}_{P_p} – the effectiveness of the marketing strategy of the automotive industry;

$K1_p$ – coefficient of efficiency of marketing technology on one criterion;

M – M is the number of selected coefficients.

CONCLUSIONS AND RECOMMENDATIONS

The development of marketing strategies of the automotive industry depends primarily on the degree to which the marketing activities of industrial enterprises are organized, the formed marketing environment and the status and effectiveness of marketing activities. Also, the efficient organization of production by the automotive industry does not sufficiently determine the efficiency of their activities, but can provide high added value through the use of effective marketing strategies.

In the development of marketing strategies in the automotive industry, it was found that the opportunities of the enterprise, its current position in the market, reflect the direction of development, taking into account the factors affecting the internal and external environment in risky conditions. Also, the decision to choose a marketing strategy should be determined individually for each enterprise, not only on the basis of general requirements, but also using specific internal parameters of the enterprise, such specificity should be reflected at each stage of development and

implementation of a specific marketing strategy .

In our opinion, in order to increase the efficiency of the marketing system in the automotive industry, it is advisable to do the following:

- Implementation of targeted projects aimed at meeting the needs of consumers, taking into account the growing volume of demand for cars in the domestic market, taking into account the minimum volume of production for each product;
- In developing marketing strategies aimed at increasing the export potential of enterprises, it is advisable to take into account such factors as its market entry strategy and market share;
- Setting consumer orientation as the main goal in choosing a marketing strategy for the development of the enterprise, regardless of the state of the car market;
- To determine the indicators of changes in the effectiveness of marketing activities in the system of complex criteria of the proposed assessment to determine the effectiveness of marketing activities.

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