

Development of Sales Strategies and Alternative Marketing Channels in The World's Leading Automotive Corporations

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Abstract. The study of the problems of the development of the world automobile market in the context of the globalization of the world economy leads to increased competition in the world automobile market. Many countries provide their auto industry with a set of measures to protect the domestic market, imposing high customs duties on imported cars, giving domestic car manufacturers the most favored nation treatment. In this regard, a comprehensive analysis of marketing tools used in the sale of passenger cars is of particular importance.

Keywords: Sales, marketing policy, automotive, competition, passenger cars, business, market.

I. INTRODUCTION

Taking into account the highest competition in the global automotive market, the dominance of automotive transnational corporations, the peculiarities of the functioning of this market in countries with a developed competitive environment and countries with emerging markets, the problem of improving the marketing policy for selling cars is relevant in scientific, theoretical and practical terms.

The formation of a market mechanism and market relations between business entities laid the foundation for the development of a new worldview, where business entities began to focus on the end consumer. In such an environment, competition is the main mechanism for regulating business processes, and strategic thinking, marketing policy and a program of action along a specific chosen path becomes an urgent need.

II. LITERATURE REVIEW

In the works of scientists from the CIS countries at the beginning of the XXI century, with the intensive development of the market mechanism, the term “marketing policy” appeared. A marketing policy is required by an enterprise to ensure the effectiveness of marketing activities carried out to promote its products or services and is directly dependent on the level of marketing organization at the enterprise.[1]

At the same time, referring to the works of the most authoritative authors - the classics of marketing F. Kotler, J.J. Lamben, G. Amstrong, P. Doyle, we do not find in them the characteristics of this concept and its description.[2]

Among the scientists of the CIS countries, including among the Uzbek scientists who use the concept of "marketing policy" in their works, there is also no consensus on the essence of this concept. According to one group of scientists, marketing policy is a document, the next group of scientists considers marketing policy to be a special economic activity, according to the third - the installation, the fourth - the system. Consistent progress from one component of a marketing policy to another, and then to the next, is necessary for its effective implementation (Fig.1).

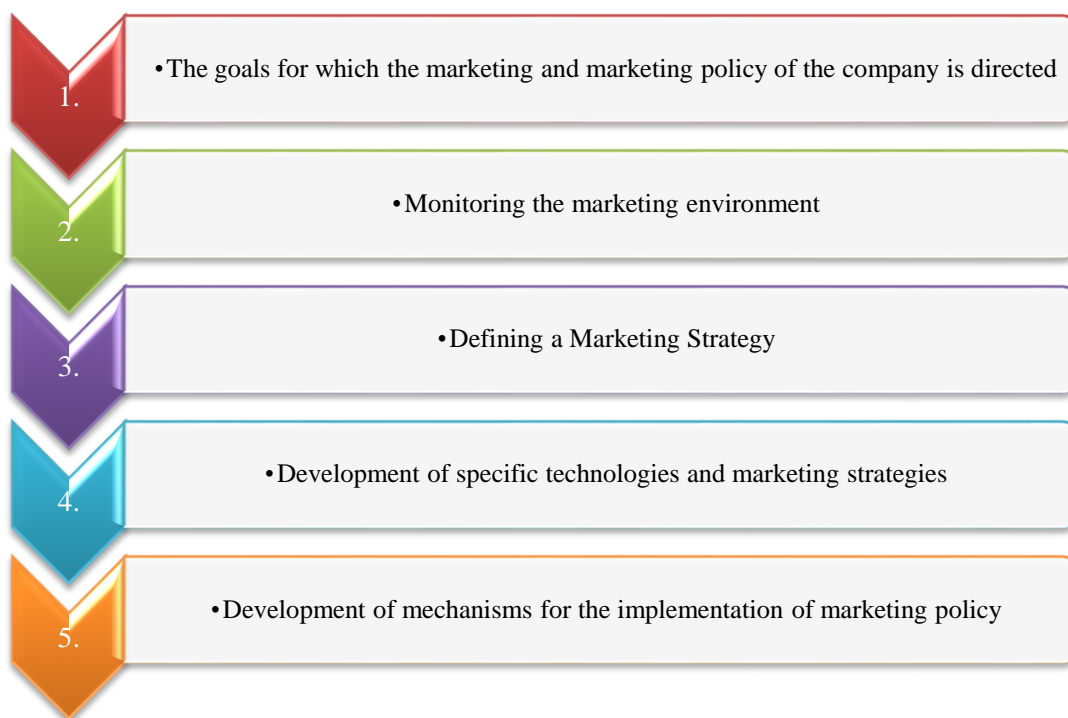


Figure 1. Algorithm for the implementation of marketing policy

In the course of the dissertation research, it turned out that the most accurately reflecting reality is the definition given by Uzbek scientists O.E. Khaitov and A.O. Eshboev that marketing policy is an integrated system of organization, development, production, promotion and sale of goods, which is capable of meeting consumer demand for assortment, price, quality.[3]

Marketing policy is a complex concept that includes not just the total impact of its constituent elements, but also a special algorithm of actions.[4]

According to the results of the literature review, it should be noted that marketing policy is an effective tool that includes the processes of developing and promoting goods, services, brand, positioning, sales and pricing policy of an enterprise or industry as a whole.[6]

Summarizing the opinions of the scientists discussed above, we can highlight the main features of marketing policy:

- focus on long-term profitable activities;
- the presence of a close relationship with sales, commodity, pricing policies;
- an integrated approach to solving problems that hinder the development of an enterprise;
- monitoring information about markets and competitors;
- the presence of an innovative component in marketing;
- the presence of initiative, a creative approach in the management of production, finance, sales, personnel;
- pricing is an important marketing policy tool.[12]

Consequently, the sales policy is one of the important links of the marketing policy of the enterprise, which is aimed at selling the products produced by the enterprise and making a profit.

It should be noted that the sales system consists of a complex of the sales network of an enterprise and sales channels used to sell goods.

The activities of the marketing service of the enterprise are aimed at the development and implementation of a sales policy, linked into a single complex with product, price and communication policies.

To achieve the main goal of the sales policy, you must perform the following actions:

- to identify the real needs of the target market and sales market, as well as calculate their capacity;
- to identify the most effective traditional and alternative channels for the distribution of goods;
- the fastest delivery of goods to consumers.

III. ANALYSIS AND RESULTS

The most important mechanism for promoting goods and services in marketing, without which marketing and

sales policies cannot achieve their goals, are sales channels for goods and services.

Forward links are often referred to as "zero-level" links due to the lack of intermediaries. Scientists and marketing specialists consider the positive aspects of direct channels to be the ability to fully control the movement of goods, the ability to directly manage sales, and prompt feedback from representatives of the target audience.

The negative aspects of the direct distribution channel include the accumulation of products in the manufacturer's warehouses, their slow progress due to the lack of cooperative ties, the need for significant financial investments to solve problems with after-sales services: repairs, technical support, reimbursement.

It should be noted that the advantages of indirect channels are the possibility of expanding the boundaries of target markets, scaling the consumer audience, and increasing sales.

It is important to note that the disadvantages of indirect sales channels are the difficulty of controlling the promotion of goods by intermediaries, a slow response to customer demand due to direct participation in the process of selling goods, a decrease in profits and an increase in the initial price of goods due to the costs of paying for the activities of intermediaries, which are links of the indirect channel.

To more accurately define indirect sales channels, consider the elements of the indirect channel separately. Such a form as a branch is a safe way for an enterprise - a manufacturer of products to make indirect sales of manufactured products. A branch is an independent business unit carrying out entrepreneurial activities. The parent company controls the marketing strategy and forms the standards that the employees of the branch are obliged to adhere to.

The main factor behind the successful growth of the largest automotive corporations in the world is the use of digital marketing to promote products and the development of direct sales via the Internet, which significantly reduces the cost of paying for dealer services.

It should be noted that currently, many well-known leading global brands in the automotive industry have been testing direct online sales for several years.

For example, Mercedes has launched an online store in Germany, which has been operating for 7 years, selling both new and used cars. On the Mercedes website, it is possible to complete the purchase of a car, including leasing, and for an additional fee, the car can be delivered to the address indicated by the buyer. Mercedes also introduced a range of tools to customers that enable customers to evaluate the interior and exterior of the vehicle using augmented reality via a mobile app.

Similar measures were taken by the carmaker Hyundai, allowing buyers to evaluate the equipment and layout of the cabin using online tools. Potential buyers can enter the Hyundai showroom using a computer, tablet or smartphone. After choosing a suitable model, the buyer has the opportunity to study in detail the complete set of the car and its equipment, using visual 3D visualization. The choice of a dealership where the car will be prepared for sale and handed over to the buyer is also determined online. The necessary information about the booked car, payment, delivery terms to the buyer is displayed in the user's personal account.[12]

The global network, due to its interactivity and multimedia, is a fruitful and effective ground for promoting products using non-traditional methods, for example, by creating games that solve advertising problems.

To promote its Scion cars in the American market, Toyota posted a game on the popular American site Whyville.net, which included a virtual Scion car dealership. The participants of the game were able to "order" a car with all real innovations and even some fantastic ones (for example, an anti-gravity engine), with the subsequent movement on it around the virtual city.

This advertising game aroused significant interest among potential buyers, which led to an excitement increase in potential buyers' requests to the real showroom of cars of this brand on the Toyota website and, accordingly, to an intensive growth in sales.[11]

When looking at Toyota's use of internet marketing channels, it should be noted that, as part of the 2014 Tundra ad campaign, Toyota filmed 15-second Instagram videos and promoted them through paid Facebook ads. The concept and execution of the videos was simple, allowing Toyota to reduce key advertising costs while engaging with its target audience. Toyota has applied the concept to its other vehicles as well, resulting in Toyota garnering over a thousand likes for each video.

The success of this tool was due to the following reasons:

- low costs for the production of a 15-second video;
- correspond to the dwindling attention span of consumers who are reluctant to stay on a web page too long to get information.

Toyota also uses social media monitoring for sales, service, quality, marketing and product development. Toyota's social media marketing strategy provides insight into the various social media programs used by large corporations to improve competitiveness and business performance. These tactics help improve customer experience and brand appeal.[10]

Volkswagen invests heavily in product innovation, quality management and marketing. In addition to other

digital marketing channels, including its own websites, Volkswagen uses social media to market its products and conduct seasonal campaigns.

Social media has become one of the main marketing channels for brands due to its benefits. Aside from the cost advantage, social media also offers access to a very large customer base. Facebook alone has over 2 billion monthly active users. Other social media channels, including Twitter and Linked in, as well as Instagram, also have wide audiences for promoting the brand's vehicles.

For a Honda product, the developers have created an ecosystem that maps all possible customer paths, touchpoints and content across Honda's own earned and paid channels. According to company executives, there is a need to take a “blended approach” of paid, owned and earned channels that can be used to create an overarching marketing strategy. In particular, this applies to social networks.[9]

The American company Ford uses a multi-channel approach to promote its vehicles in order to provide relevant and useful information to a wide variety of consumers. Ford's online developers maintain multiple websites and subdomains, each serving a specific audience.

The main domain is Ford.com, where the vast majority of Ford consumers buy a Ford vehicle, learn about the various options available to them, get funding and fix problems with their car.

Outside of Ford.com, there is the following set of websites (Figure 2):

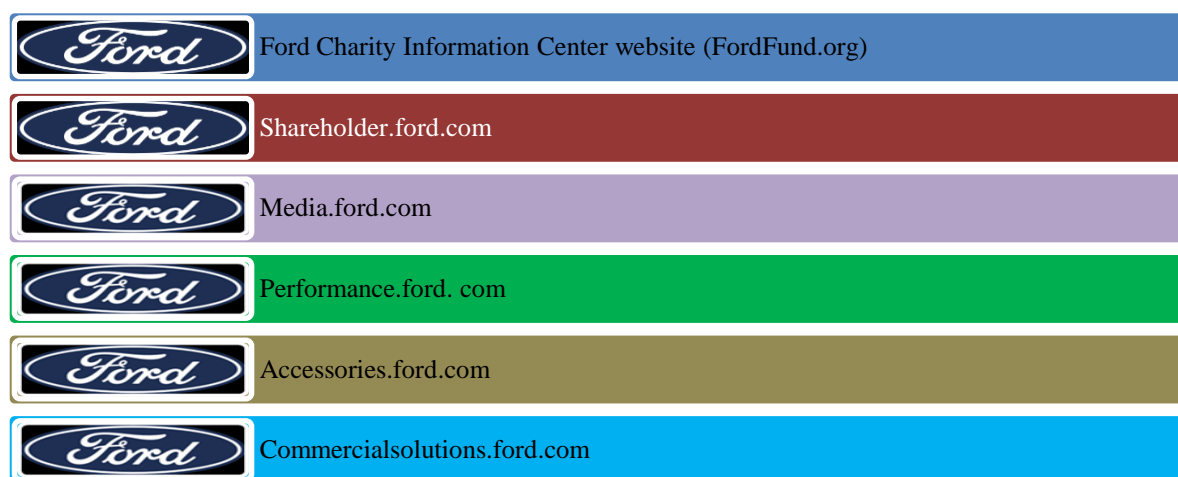


Fig.2. Multichannel promotion structure Ford

Much of the content owned by Ford can be found on their corporate website: Corporate.ford.com, which houses the Ford Blog, where most of the original content is published.

Hyundai uses events on social media platforms to promote its vehicles, especially new brands. For example, the company hosted a live broadcast during the launch of the CRETA SUV. A link to the event was posted on all social media platforms, giving viewers the opportunity to witness the launch live, making the Hyundai CRETA trending on Twitter all day during its launch.

The company also ran a Twitter contest, asking users to submit their reasons why the Hyundai CRETA is the perfect car for them. The company received a huge response, and the contest drew over 15,000 tweets. Contests have been held on other platforms such as Facebook and Instagram. Facebook reach exceeded 2 million in 15 days.[6]

Carrying out these campaigns provided Hyundai with extensive customer data, a platform to connect and interact with their current potential customers, as well as to showcase its products and services, thereby driving sales of the brand's vehicles.

Nissan has begun building a digital platform that will serve as the foundation to support digital marketing. The goal of the digital platform is to create compelling personalized experiences based on real-time customer information. The digital platform enables marketers to identify where a customer is in the buying process and provide information to better inform and engage them in the next steps.[7]

One of the important goals of the digital marketing team at Nissan is to increase the number of customers visiting dealerships when they are ready to purchase a vehicle. Nissan analyzes the customer journey to purchase, identifies winning patterns, and takes action to reflect that knowledge into its marketing efforts.

Nissan uses information about individual customer needs, their desired timelines and best touchpoints to deliver actionable information to customers. Nissan's marketing teams handle the entire customer cycle, from vehicle information gathering to purchase and after-sales service.

According to the Nissan Corporation, the share of online sales is about 10% of the total number of vehicles sold. In the opinion of Nissan's management, the online sales channel is more a marketing tool for attracting customers to buy offline in the dealer network than a full-fledged sales channel.[8]

To promote its vehicles, Suzuki has created a state-of-the-art technology platform that helps OEM and dealer websites create synergies and strengthen localized messaging. To this end, the manufacturer has partnered with leading online platforms such as Google and Facebook, offering a global digital experience to dealer teams.

Table 1: Online car promotion events

Name	Applied Internet Marketing Tools
Toyota	Promotion with your own website.
Volkswagen	Creation of advertising games to promote a car of a certain brand.
Honda	Placement of advertising videos on social networks.
Ford	Creation of various promotion programs in social networks.
Hyundai	Promotion with your own website.
Nissan	Creation of various promotion programs in social networks.
Suzuki	Using your own website, paid and free channels to post content. Use of e-mail newsletters.

Suzuki's management says that as it builds its dealer digital marketing capabilities, it continually offers training to its dealer partners to enhance their knowledge of online platforms. These dedicated digital lead management teams have received regular physical and virtual training on the subtle nuances of managing the expectations of today's digital savvy customers.

Over the past 2 years, Suzuki has connected more than 1,000 dealerships across 3,000 Internet touchpoints on the road to digital transformation. This digital channel has helped generate over 21 million customer inquiries and drive sales.[13]

Land Rover, in the case of online purchase, allows its customers to arrange an on-site test drive. Chery has a discount for online booking for customers, encouraging them to choose this distribution channel.

Table 2: Sales strategies and alternative marketing channels for leading automotive corporations

Name	Alternative channels for the sale of cars
Toyota	Detailed study of the car outside and inside using 3D technology. Full cycle of buying a car using the platform of the manufacturer's website (selection, consultation, paperwork, payment, insurance). Collection of the car at the dealership or delivery to the specified address.
Volkswagen	Full cycle of buying a car using the platform of the manufacturer's website (selection, consultation, paperwork, payment, insurance). Collection of the car at the dealership or delivery to the specified address.
Hyundai	Detailed study of the car outside and inside using 3D technology. Full cycle of buying a car using the platform of the manufacturer's website (selection, consultation, paperwork, payment, insurance). Collection of the car at the dealership or delivery to the specified address.
Nissan	Part of the purchase is made online (selection, prepayment, insurance). The final stage of the purchase (final payment, signing the contract, receiving the car) takes place at the dealership.

Mercedes	Detailed study of the car outside and inside using 3D technology.
Land Rover	Part of the purchase is made online (selection, prepayment, insurance). The final stage of the purchase (final payment, signing the contract, receiving the car) takes place at the dealership.
Chery	An on-site test drive is provided before the purchase.
Renault	Full cycle of buying a car using the platform of the manufacturer's website (selection, consultation, paperwork, payment, insurance). Collection of the car at the dealership or delivery to the specified address

Some world auto concerns (Renault, Mercedes, Mitsubishi, Nissan) have provided the opportunity to choose a car, send an application for its booking, make an advance payment, apply for a loan, buy insurance on the companies' official website. The signing of the contract, payment of the remaining amount and the receipt of the car is carried out by the buyer personally at the dealership.

The development of the global automotive market is currently characterized by oversaturation of markets, overproduction of cars and a decrease in demand in the markets of developed countries. These negative trends are intensifying, despite the fact that optimization of costs and improvement of production technologies make the car more and more affordable and satisfying the needs of buyers.

Thus, leading automotive corporations use online marketing tools to promote their products: promoting with their own website, creating and distributing advertising games, creating various promotion programs on social networks, using e-mail newsletters, using a multi-channel approach to provide customers with relevant and useful information, the creation of a digital platform for the implementation of the full customer cycle, the creation of a modern technological platform for global digital exchange with all dealer networks.

All leading automotive corporations in the world are moving from traditional two or three-tier sales channels to direct sales through the manufacturer's website. In different corporations, the degree of this transition differs: from Tesla, which does not have a dealer network at all, or BMW, Hyundai, Volkswagen, Land Rover, Volvo, Chery, on whose websites there is a technical opportunity to carry out a full cycle of buying a car, to companies that have the online sale function has been implemented so far only partially: Renault, Mercedes, Mitsubishi, Nissan. Despite the fact that 10% of cars are currently being sold through the online sales channel, this sales direction is promising. All the world's automobile corporations are working on its development, since the use of this sales channel is causing more and more demand from buyers and is beneficial to automakers, as it reduces distribution costs.

The Uzbek automobile market is one of the important industrial areas in the country and the main source of export. Currently, GM Uzbekistan produces eight models of passenger cars, six of which - Lacetti, Cobalt, Nexia, Matiz, Spark, Damas - are produced by small-knot assembly. Captiva and Malibu models are manufactured using SKD.

In 2019, the structure of production of passenger cars by GM Uzbekistan (Figure 3).

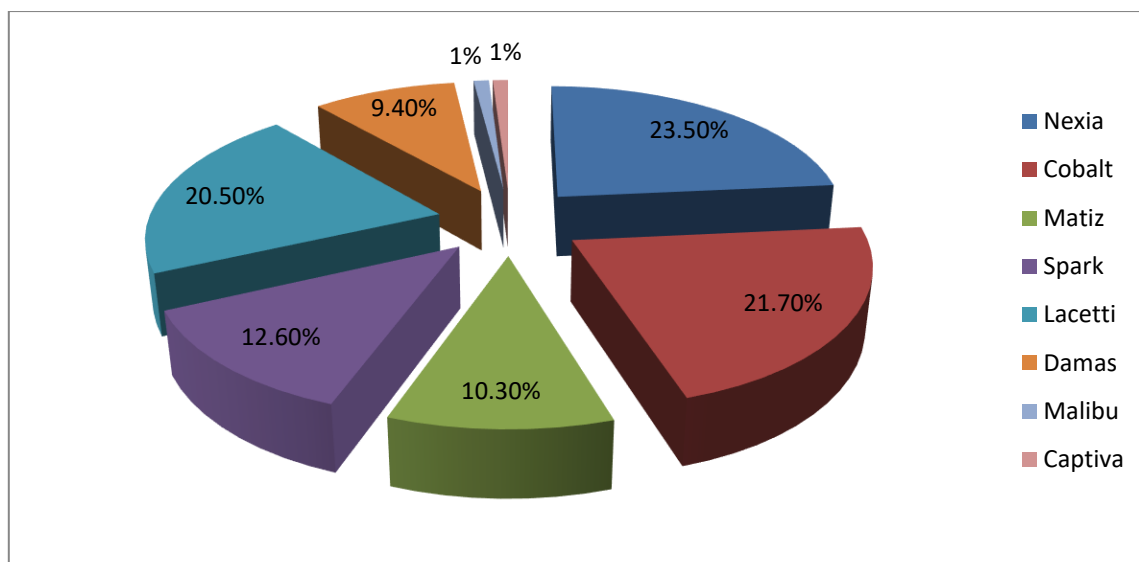


Fig.3. Structure of production of passenger cars by GM Uzbekistan

It should be noted that until 2017, the domestic car sales market was controlled by the state-owned company GM Uzbekistan. However, in 2017, key steps were taken to reform and liberalize the automotive market. The volume of production of GM Uzbekistan cars was increased to 135.5 thousand units, a new implementation system was introduced using the Chevrolet.uz portal.

It should be noted that in June 2017, prices for all models of cars produced in Uzbekistan increased by an average of 30%, and steel is calculated in the national currency of the Republic of Uzbekistan.

In 2018, in order to increase the openness of the market, Uzavtosanoat bought 100% of the shares of the GM automobile plant in Asaka. This was followed by the signing of bilateral agreements with automakers from Korea, China, Hyundai and Volkswagen, which launched the production of modern cars (Peugeot Boxer, Citroen Berlingo and Volkswagen Amarok). The production of these cars is aimed at both the domestic market and export.

It is important to note that from January 1, 2019, new rules for the export and import of cars are in effect. The new customs rules have led to the abolition of the previously existing 120% duty on imported cars. There is currently a 20% duty on luxury cars. The customs duty on electric vehicles has been completely abolished, and only 20% VAT is payable.

The car market responded to these changes with sales growth and strong demand throughout 2019.

According to statistics, in 2020, 280,080 vehicles were produced in Uzbekistan, which is 8,972 more than in 2019.

In 2019, the procedure for selling cars in the domestic market of Uzbekistan has significantly transformed. Car manufacturers have refused to conclude a one-time contract for an annual volume. Instead, GM Uzbekistan moved on to contract contracts on a monthly basis.

It should be emphasized that on the basis of the monthly production plan, the planned volume of car production for a conditional period of time is specifically determined; contracts are issued for this forecasted volume, which will allow the plant to ensure delivery times.

The unauthorized issuance of contracts by dealers at their own discretion created an additional volume and load on the plant, which led to the fact that GM Uzbekistan could not timely provide the volumes under such contracts, which contributed to the development of corruption schemes in the automotive industry.

The introduction of a monthly volume of contracting for the production and sale of cars has created a basis for monitoring the situation in the automotive industry system, ensuring that cars are always available in dealer showrooms that have already been manufactured and are available in warehouses.

The waiting times for cars with monthly contracting are shown in Fig. 2.1.3.

Based on these terms, customers wishing to purchase cars have the opportunity to contact dealers directly to conclude contracts.

However, not only domestic cars are sold in the automotive market of the Republic of Uzbekistan. Due to the decrease in import customs duties, the demand for imported cars is increasing.

From table 2.1.2 and fig. 2.1.4 it can be seen that the share of domestic cars in the retail trade of the Republic of Uzbekistan was very high: in 2010-2019, it varied in the range of 96.0-99.8%, and only in 2020 amounted to 89.8%. This trend is explained by the fact that the automobile market of Uzbekistan is protected by restrictive customs duties and excise taxes. Cars manufactured in Uzbekistan are popular in the international market.

According to the State Statistics Committee, in January-July 2021, passenger cars worth \$ 194 million were exported to foreign countries.

Table 2: The volume of exports of cars from Uzbekistan in 2021 [13]

Country name	Export volume
Kazakhstan	181,9
Afghanistan	5,7
Ukraine	2,3
Russia	1,9
Kyrgyzstan	1
Azerbaijan	0,48
Tajikistan	0,48

To determine the factors on which the total volume of car sales in the market of the Republic of Uzbekistan largely depends, in the course of the dissertation research, an econometric model was developed, the parameters of which are shown in Table 3.

Table 3: Parameters of the econometric model, thousand sums

Indicator	2013 y.	2014 y.	2015 y.	2016 y.	2017 y.	2018 y.	2019 y.	2020 y.
Y -	493476 4	5479478	6137477	3578122	5471940	14553686	17745418	236545 84
Total Sales Amount (Performance Indicator)	475872 0	5198627	6081726	3560826	5447708	14073870	16908263	208854 87
X1-Sold cars of domestic production	176044	280851	55750	17296	24232	479815	837155	276909 6
X2- Sold imported cars	637317	419745	42330	39388	130056	29253	121548	170725
X3-Volume export	29606	211989	120416	193038	155293	319238	440237	475062

The resulting econometric model describes the dependence of the effective indicator Y (the total value of sales in the automotive market of the Republic of Uzbekistan) on the following factors: the volume of sales of domestic cars, the volume of sales of imported cars, the volume of imports and exports. When calculating, all coefficients are significant at the 5% significance level, the model is significant in general.[14]

The calculations of the econometric model were carried out using the Stata 14 program (Figure 4).

Source	SS	df	MS	Number of obs	=	8
Model	8.1147e+10	4	2.0287e+10	F(4, 3)	=	2.71
Residual	2.2421e+10	3	7.4738e+09	Prob > F	=	0.2191
Total	1.0357e+11	7	1.4795e+10	R-squared	=	0.7835
				Adj R-squared	=	0.4949
				Root MSE	=	86451

var1	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
var2	1.597765	1.24633	1.28	0.290	-2.368614 5.564143
var3	0.366236	7.648195	0.70	0.533	29.7062 18.97373
var4	-2.669594	1.185135	3.10	0.053	-.1020339 7.441222
var6	0.977959	6.245606	0.64	0.569	-15.89835 23.85427
_cons	-173613.8	188700.5	-0.92	0.425	-774143.1 426915.6

Figure 4. Calculations of the econometric model using the Stata 14 program

As a result of calculations of the econometric model, the multiple regression equation was obtained:

$$y = 1.5978x_1 + 0.3662x_2 - 2.6696x_3 + 0.9780x_4 \quad (1)$$

The resulting regression equation can be interpreted as follows:

- an increase in the volume of sales of domestically produced cars by 1 thousand dollars contributes to an increase in the total volume of car sales in the market of the Republic of Uzbekistan by 1.5978 times;
- an increase in the volume of sales of imported cars by 1 thousand dollars contributes to an increase in the total volume of sales of cars in the market of the Republic of Uzbekistan by 0.3662 times;
- an increase in the volume of exports of cars by 1 thousand dollars. reduces the volume of car sales in the domestic market of the country by 2,6696 thousand dollars;
- an increase in imports by \$ 1,000 contributes to an increase in the volume of car sales in the domestic market of the country by \$ 0.9780 thousand.

Consequently, the greatest influence on the volume of car sales on the market is exerted by sales of domestically produced cars, and the least - by the growth of sales of imported cars. An increase in the volume of car exports contributes to a decrease in the volume of sales in the automobile market of Uzbekistan.

Let's consider the features of the competitive environment in the automotive market of Uzbekistan. The Uzbek car market is still very far from the saturation stage: there are 84 cars per 1000 inhabitants of Uzbekistan. For comparison, this figure in Russia is 369 cars, in Belarus - 232, in Kazakhstan - 250, in Armenia - 167. In order for Uzbekistan to reach the indicator of Kazakhstan, the republic needs to increase its vehicle fleet by about 8 million units. The undersaturation of the market and certain problems with the main car manufacturer in Uzbekistan are the reasons for German, Korean and Russian cars to enter the Uzbek market. Until recently, their penetration into the Uzbek market was restrained by high customs duties.

Judging by a number of analytical reports, there are several promising niches in the automotive market of Uzbekistan, in which demand is not sufficiently satisfied.

The first niche is premium cars, the demand for which is shown by wealthy consumers in large cities, primarily in Tashkent, and government agencies that need to purchase vehicles.

Second niche: cars for small and medium businesses. They were almost never produced in Uzbekistan; they were also imported into the country a little. Volkswagen is counting on a customer looking for relatively inexpensive but practical vehicles, such as a passenger station wagon that can be used as a taxi, and a cargo van.

The third segment: the cheapest and most popular cars. Chevrolet, VAZ, Daewoo, Hyundai compete in this segment.

Consequently, the automobile market of Uzbekistan is insufficiently saturated, which allows domestic and imported cars to compete successfully on it.

Thus, considering the situation in the automotive market of Uzbekistan, it should be noted that the sale of cars of domestic manufacturers is carried out on a contract basis, contracts are concluded in dealerships. The share of domestic cars in the retail trade of the Republic of Uzbekistan is high, over the past 10 years this indicator has

fluctuated within the range of 90-99%. In 2019, due to a decrease in import customs duties, there is an increase in demand for imported cars. Also, thanks to the reform and changes in customs regulations, in 2018-2020. the volume of imports of cars exceeded the volume of exports.

In the course of the study, an econometric model was calculated, in which the dependence of the total value of sales in the automobile market of Uzbekistan on such factors as the volume of sales of domestic cars, the volume of sales of imported cars, the volume of imports, and the volume of exports was determined in quantitative terms.

IV. CONCLUSIONS

1. A car manufacturer develops and implements a marketing policy that includes the most effective integrated system for organizing, developing, producing, promoting and selling cars.
2. In accordance with the global trend and with the development of high-speed wired and wireless Internet in the Republic of Uzbekistan, Internet marketing is becoming an important tool for the development of sales channels in the automotive industry.

The features of car promotion using Internet marketing include replicating the image of a reliable car, a high level of unification of advertising messages.

The most common tools for promoting cars in online marketing are: social media advertising, targeted advertising, pay-per-click advertising (PPC), emailing, working with the official website of a car dealer or car manufacturer.

3. All the leading automotive corporations in the world use Internet marketing tools to promote their products: promotion using their own website, creating and distributing advertising games, creating various promotion programs on social networks, using e-mail newsletters, using a multi-channel approach to provide clients of relevant and useful information, the creation of a digital platform for the implementation of the full customer cycle, the creation of a modern technological platform for global digital exchange with all dealer networks.
4. Leading automotive corporations in the world are moving from traditional two or three-tier sales channels to direct sales through the manufacturer's website. In different corporations, the degree of this transition differs: from Tesla, which does not have a dealer network at all, or BMW, Hyundai, Volkswagen, Land Rover, Volvo, Chery, on whose websites there is a technical opportunity to carry out a full cycle of buying a car, to companies that have the online sale function has been implemented so far only partially: Renault, Mercedes, Mitsubishi, Nissan.

The use of a direct sales channel via the Internet is increasing demand from buyers and is beneficial for car manufacturers, as it reduces distribution costs.

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