

## **DIGITAL MARKETING IN UZBEKISTAN**

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### **ABSTRACT**

*The phrase "digital marketing" refers to the different promotion and advertising activities/techniques utilized to engage with clients via digital channels. Digital marketing aids in the education of end users about products, their features, values, advantages and disadvantages, and large-scale promotions. The auto market in Uzbekistan, which has a significant number of prospective consumers, is thriving, with a wide range of options/varieties accessible and a coupled cutthroat rivalry in which every firm is fighting for survival. In the current circumstances and environment, digital marketing may be quite useful in promoting businesses, ideas, services, and concepts. With the rise of the IT & Communication sector, where almost every Uzbek has access to the internet via computer systems, mobile phones, or tablets, the internet is gradually infiltrating the core of every industry, including the automobile industry, empowering customers to seek relevant information about anything they want. The main purpose of this study is to discuss how digital marketing influences decision-making in Uzbekistan's automobile industry, mainly Lada brand. The research compares traditional marketing methods with digital marketing approaches utilized in the automobile industry. The research is based on consumer input about their pre- and post-purchase experiences with automobiles purchased through Digital Marketing and Traditional Buying Methods.*

*The research is being carried out in Uzbekistan with the help all Lada dealerships by using a structured questionnaire. To compare conventional marketing with digital marketing techniques, many statistical methods are used. It provides marketers insight into how to position their goods in this competitive market.*

**KEYWORDS:** *Digital Marketing, Uzbekistan, Businesses, Industry, Competitive Market.*

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