

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.*

INTRODUCTION

Prior to the Internet age, purchasing an automobile was a time-consuming process involving multiple visits to dealers and showrooms, comparison of features through complicated brochures on the one hand, and choosing a new vehicle was a relatively simple process involving family members, colleagues, and friends for recommendations, and driving to showrooms to review vehicle specifications, pricing, and other factors on the other hand. Consumers now have the chance to access data at any time, any place, and from any device thanks to the rise of the IT and communication sectors. Automobile buying data, such as car model characteristics, pricing, financing choices, 360-degree view, virtual test drive, comparisons with other comparable models, and so on, is available 24 hours a day, 365 days a year. Through different website portals such as cardekho.com, carwale.com, and others, the

internet may assist save time and money by avoiding repeated visits to dealers (more than 200 models are available). The internet has now replaced the telephone as the primary means of communication between customers and businesses [7]. Before visiting a dealer's showroom, the buyer can use the internet to assist them determine which car or model to buy.

Print advertisements, newsletters, billboards, flyers, pamphlets, newspaper print ads, television commercials, radio jingles, and other traditional marketing activities and techniques have been used for years to connect with customers.

Digital marketing refers to a variety of promotion and advertising activities and tactics used to engage with clients via digital channels including websites, web portals, blogs, social media, mobile apps, and e-mails, among others.

Not only in Uzbekistan, but throughout the world, the internet has evolved into the most powerful instrument for not just gathering information and interacting with friends, family, and coworkers, but also for enjoyment. Mobile phones, laptops, personal computers, PDAs, tablets, email, and other marketing channels can all be used to contact customers.

The study employed a descriptive research approach. In this research questionnaires were used to collect primary data and to ensure reliability and validity of the current research, all Lada dealerships of Uzbekistan were engaged to conduct survey.

Marketing in the digital age has different meanings for everyone. For many, digital is associated with ongoing transformation across most industries. Digital transformation is the process of eliminating inefficiencies and identifying leading-edge technologies that meet the individual needs of companies.

Meanwhile, the essence of marketing in the era of digitalization is not only about introducing as many new technologies as possible. Analytics, automation enable organizations to succeed only when digital transformation of their brands is carried out in a conscious and focused way. Leveraging advanced digital marketing tools will only deliver the expected results if marketers know their customers, their challenges and hidden needs. In other words, it's not just which tools you use, but why and how you use them.

Marketers who can build trust (authentic engagement) and credibility (credible content) have an edge over the competition. In the digital age, the focus of marketing is not on impressions, but on engagement. Engagement metrics allow brands to better understand their customers and customers to better understand their favorite brands. Digital marketing tactics such as influencer marketing are growing in popularity because influencers are the perfect mix of informed consumers and celebrities whose recommendations are heard by their audiences. These authentic interactions on intuitive social platforms strengthen the brand-customer relationship. At the same time, customers' demand for reliable information continues to grow. As far-sighted marketers have found out, the easiest way to reach customers is those who view a brand as an authority in a particular industry. A brand that freely distributes informative content through multiple channels becomes an authority in the minds of customers.

Interaction is a two-way dialogue between brands and customers. Authentic interaction conveys a sense of authenticity, consistency and transparency. Many marketers have realized that in order to keep up with the competition, they need to evolve and create dynamic two-way interactions throughout the consumer journey and product lifecycle.

Social media and influencers foster authentic interactions. When customers have the opportunity to engage honestly with brands and their representatives about real issues and

without fear of leaving frank reviews, they are more likely to invest in the brand both emotionally and financially. Customers want to feel like they made the right decision based on well-researched information. Brands that help customers gain knowledge and understanding improve the quality of life for those customers.

The main advantage of digital marketing is, first of all, the ability to accurately obtain and measure results and effectiveness. Secondly, with the help of digital tools, it is possible to reach more than a thousand users from different countries of the world rather quickly in one advertising impression, as well as receive information from them and quickly analyze it. And, finally, digital technologies can be used by a large number of users in the world, especially through the worldwide network, they make it possible to flexibly respond to the target audience of Internet users.

However, not in all cases this or that channel is effective. The art of the marketer is to skillfully apply digital marketing channels. For example, contextual advertising will be effective when the task is to promote a brand among a small target audience. The effect will be given by the use of contextual advertising also among potential consumers who have this type of advertising so popular. If a company produces a product for which advanced young people are consumers, then to reach a significant number of them, it would be appropriate to use the advantages of a social network, mobile applications, Internet advertising and viral content. Thus, having unique opportunities, digitalization has created a whole range of advantages of digital marketing.

The huge active audience, which is characteristic of the social network, allows you to use it to promote your brand, expand your audience and engage in active sales. With the help of SMM, it is possible to find a loyal audience and increase its activity, while receiving feedback. Thus, digital marketing has become a more significant benefit for brands and businesses. Nowadays, consumers often post online reviews on social media, blogs and websites about their experiences with a product or brand.

Companies are increasingly relying on social media platforms to connect with their customers and create dialogues and discussions. The potential reach of social media is supported by the fact that in 2014, Facebook had over 126 million unique users each month, and YouTube had over 97 million unique users.

The traditional tool that allows you to send product information via email to a specific person or group of users is Email. But it should be noted that the effectiveness of using this tool largely depends on how competently it is used. It should be noted that in the modern period, firms are most actively using such digital marketing tools as marketing influence, contextual advertising, targeted ads, and advertising in mobile applications. So, for example, in order to influence users and draw their attention to a company and its product, they use a person - authority or a successful company that is not its competitor.

As you can see, the advantages of native advertising are quite significant. However, before you start using this tool to promote a resource, you need to familiarize yourself with its disadvantages. So, it is weak, in comparison with banner advertising, can adapt to the expansion of requirements and an increase in the volume of problems being solved. As in any other project, native advertising starts with an idea, then comes the approval and ends with the launch. However, unlike banner advertising, its implementation takes much more time and sometimes, while it is launched, it may lose its relevance.

As a result, totally replacing conventional procedures will not suffice; both strategies may work together. Traditional approaches have a high success rate and are verified, according to

previous studies. Customers who have access to the internet are the only ones who can benefit from digital marketing. Customers are reached by conventional marketing through newspapers, television, and radio in traditional marketing, while in digital marketing customers must seek out to the business or service. The use of the internet is growing every day, which is advancing digital marketing tactics. As a result, vehicle firms may now focus on digital marketing in a healthy and profitable way.

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