American Journal of Economics and Business Management
Vol. 9 Issue 4 | **pp.** 227-234 | **ISSN:** 2576-5973
Available online @ https://www.globalresearchnetwork.us/index.php/ajebm

Article

Economic Mechanisms of Brand Strategy Development in Automotive Industry Enterprises

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Abstract: This article scientifically analyzes the economic mechanisms of brand strategy development in automotive enterprises and their role in increasing the competitiveness of enterprises. The main objective of the study is to identify economic factors and mechanisms that contribute to the effective development of brand strategy in the automotive industry, to assess their impact on the marketing management system and the strategic development of enterprises. The research used the methods of systematic analysis, comparative analysis, economic and statistical analysis and content analysis. The article analyzes the economic factors that affect the development of brand strategy in the global automotive market, in particular, the role of investment policy, innovative development, marketing communications and digital marketing technologies. It also studies the mechanisms of forming brand capital in automotive enterprises, economically substantiating marketing strategies and strengthening brand positions in market competition.

Keywords: brand strategy, economic mechanisms, strategic marketing, investment policy, innovative development, digital marketing, enterprise competitiveness, economic efficiency.

Citation: Boboev L. K. D. Marketing Strategy in the Digitally Economic Mechanisms of Brand Strategy Development in Automotive Industry Enterprises. American Journal of Economics and Business Management 2026, 9(4), 227-234.

Received: 07th Jan 2026
Revised: 24th Feb 2026
Accepted: 14th Mar 2026
Published: 06th Apr 2026

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1. Introduction

As we know, today the automotive industry is rapidly developing as one of the high-tech, capital-intensive and competitive industries. This industry is not only an important segment of industrial production, but also plays an important role in the development of innovative technologies, marketing strategies and brand management systems [1]. In recent years, as a result of the sharp intensification of global competition between automobile manufacturing companies, along with improving product quality, the effective development of brand strategy is becoming an important strategic task for enterprises. In particular, the role of economic mechanisms in the development of brand strategy is increasing, and these mechanisms serve to strengthen the market position of companies, increase consumer confidence and ensure long-term competitive advantage.

The development trends of the global automobile market show that in recent years the automotive industry has been undergoing a rapid transformation process. According to international organizations, in 2023, global automobile production was close to 93 million units, and in 2024 this figure exceeded 95 million units. In addition, the value of the global automobile market was estimated at more than 3 trillion US dollars by the end of 2024 [2]. These indicators indicate that the share of the automotive industry in the global economy is steadily increasing. At the same time, the sharp growth in the production and sale of electric vehicles is also causing structural changes in the automobile market. For example, in 2024, global sales of electric vehicles amounted to more than 17 million units, which is about 20% of total automobile sales.

In such conditions, automobile companies are forced to use various economic mechanisms to develop their brand strategy. Economic mechanisms include factors such as investment policy, effective management of marketing costs, introduction of innovative technologies, development of marketing communications, and improvement of market infrastructure [3]. These mechanisms play an important role in shaping the marketing strategy of enterprises, increasing brand equity, and ensuring the sustainable development of the company in the market.

This table presents the main economic factors influencing the development of brand strategy in the automotive industry. According to the table, the investment environment, innovative development, market infrastructure and marketing communications play an important role in the formation of brand strategies of automotive companies. In particular, an increase in the volume of investments expands the possibilities for the production of innovative products and serves the development of brand capital. The introduction of innovative technologies, in turn, ensures the technological advantage of the company and forms a modern and innovative image of the brand. At the same time, the development of market infrastructure and the effective organization of marketing communications help to increase the level of brand recognition and strengthen the company's position in the market.

Also, ensuring the economic efficiency of the marketing management system in the process of developing a brand strategy in the automotive industry is important. Modern automotive companies make decisions taking into account market demand, consumer behavior, technological innovations and global economic trends when developing a marketing strategy. As a result, brand strategy has become an important element of the strategic development of the enterprise and serves to increase the competitiveness of the company.

In recent years, the widespread introduction of digital marketing technologies in the automotive industry has also had a significant impact on the development of brand strategy. The development of marketing communications through online trading platforms, digital advertising, social media marketing, and mobile applications allows companies to establish direct contact with consumers [4]. At the same time, the use of artificial intelligence, big data, and automated marketing systems is helping to increase the economic efficiency of brand management.

Innovation is also an important economic factor in the development of brand strategy in the automotive industry. The introduction of electric cars, hybrid vehicles, intelligent transportation systems, and environmental technologies is helping to form an innovative brand image of automotive companies. Therefore, many automakers are investing heavily in research and development. For example, in 2024, the volume of investments allocated for research and development by foreign automotive companies amounted to more than 150 billion US dollars.

The automotive industry of Uzbekistan has also become one of the important sectors of the national economy in recent years. The volume of automobile production in the country is increasing every year, and in 2024, more than 420 thousand passenger cars were produced in the republic. According to the results of 2025, the volume of automobile production approached 450 thousand units. At the same time, sales of new cars in the country's automobile market have also increased significantly, and in 2023, more than 450 thousand cars were sold [5]. These indicators indicate the rapid development of the automotive industry of Uzbekistan. The investment policy aimed at developing the automotive industry in the country, the modernization programs of the industry, and the reforms being implemented to create new production capacities are contributing to increasing the competitiveness of national automobile brands. In this regard, the study of economic mechanisms for developing brand strategies at automotive enterprises, the analysis of existing economic factors, and the development of scientifically based recommendations for improving this process are of great scientific and practical importance.

2. Review of relevant literature.

The study of the economic mechanisms of brand strategy development in automotive enterprises is one of the important scientific areas located at the intersection of marketing theory, strategic management and industrial economics. In scientific literature, brand strategy is interpreted as an important strategic resource that forms the competitive advantage of an enterprise in the market. The economic value of the brand, that is, brand equity, is part of the intangible assets of the enterprise and plays an important role in forming long-term relationships with consumers and increasing market value. Brand equity is formed in the minds of consumers through factors such as brand knowledge, associations, loyalty and perceived quality and serves to increase the value of the product.

In foreign scientific literature, the economic foundations of brand strategy development have been studied by a number of leading scientists. One of the scientists who systematically studied the issues of brand strategy in marketing theory is D. Aaker. He developed the brand equity model and identified brand awareness, brand loyalty, perceived quality, and brand associations as the main elements that form brand value [6]. According to Aaker, the long-term economic efficiency of a company is largely related to the formation of brand equity and its strategic management.

Another scientist who made a significant contribution to the development of brand management theory is K. Keller. According to his scientific views, in order to effectively develop a brand strategy, enterprises should use a consumer-based brand equity model. Keller states that brand value is formed through consumers' knowledge of the brand and their reaction to marketing activities [7]. Therefore, companies can increase the economic efficiency of their brand strategy by developing marketing communications, strengthening brand identity, and developing long-term relationships with consumers.

In strategic management theory, the approach to studying brand strategy in relation to economic competition factors also plays an important role in the theory of industrial competition developed by M. Porter. Porter's "five forces" model serves to analyze the competitive factors affecting the activities of an enterprise [8]. According to this model, factors such as the level of competition in the industry, the entry of new competitors, the presence of substitute products, and the market power of suppliers and buyers have a significant impact on the strategic development of an enterprise.

Another scientist who has studied the role of brand strategy in the process of economic development is K. Dinnie. His research highlights the importance of brand strategy in economic development, attracting investment, and increasing competitiveness in international markets [9]. According to Dinnie, an effective brand strategy is an important strategic instrument not only in the economic development of enterprises, but also in the economic development of regions and countries.

Scientists from the CIS countries have also made a significant scientific contribution to the study of marketing strategy and brand management. For example, the Russian economist G. Bagiev, interpreting marketing strategy as an important instrument of enterprise management, emphasizes that the economic efficiency of marketing activities largely depends on the correct formulation of the brand strategy [10]. In his opinion, the development of marketing communications and the improvement of market infrastructure contribute to an increase in brand capital.

In her marketing research in the CIS, I. Gerchikova, studying international marketing strategies, substantiates the close connection between the marketing activities of enterprises in the global market environment and economic mechanisms [11]. According to Gerchikova, the development of investment policy, market infrastructure, and economic institutions increases the effectiveness of the marketing strategy of enterprises.

The Russian scientist L. Danchenok also made a significant scientific contribution to the study of innovative marketing strategies. In his opinion, the introduction of innovative technologies, the development of scientific and research activities and the modernization of marketing strategies are important economic factors in the development of the brand strategy of enterprises [12].

One of the domestic economists, B. Salimov, studying the issues of improving the marketing management system, emphasizes the important role of economic mechanisms in the process of developing the marketing strategy of enterprises [13]. In his opinion, the investment environment, effective management of marketing costs and the development of market infrastructure serve to increase the economic efficiency of the brand strategy.

In general, the analysis of scientific literature shows that the process of developing a brand strategy at enterprises in the automotive industry is inextricably linked with economic mechanisms. The scientific views of foreign and CIS scientists confirm that economic factors such as investment policy, marketing communications, innovative development and market infrastructure play an important role in the formation of the brand strategy of enterprises and increasing their competitiveness. Therefore, an in-depth study of the economic mechanisms of developing a brand strategy in the automotive industry and their implementation in practice is one of the important areas of modern marketing research.

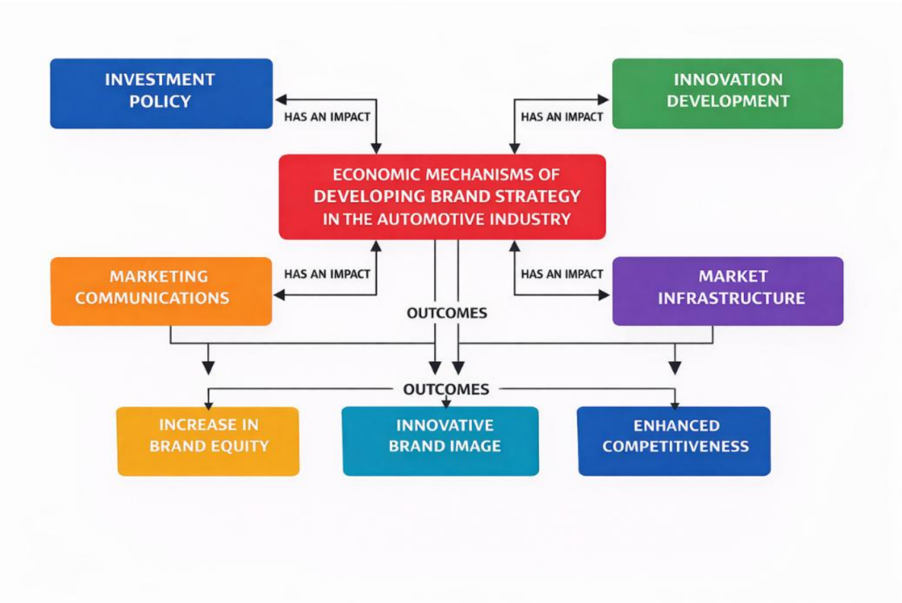
3. Research methodology.

In this study, a comprehensive scientific methodology was used to identify the economic mechanisms for developing brand strategies at automotive enterprises and assess their impact on the competitiveness of enterprises. The research process used the concepts of marketing theory, strategic management, and industrial economics based on a systematic approach. Also, scientific analysis, comparative analysis, economic and statistical analysis, content analysis, and scientific generalization methods were used. As part of the study, the experience, marketing strategies, and brand management mechanisms of leading companies operating in the global automotive industry were studied on the basis of comparative analysis. At the same time, the development trends of the automotive industry were analyzed based on data published by international organizations, analytical centers, and official statistical sources.

4. Analysis and Results.

Analysis of the process of developing a brand strategy at automotive enterprises shows that this process is closely related to the economic efficiency of enterprises, marketing activities and the level of innovative development. The development of a brand strategy in the modern automotive industry is not limited to the organization of marketing communications, but is carried out through economic mechanisms such as investment policy, the introduction of innovative technologies, optimization of marketing costs and the development of market infrastructure. These mechanisms serve to increase the brand capital of enterprises, strengthen consumer confidence and ensure the competitiveness of the company in the global market.

Analysis of the Picture 1. development trends of the global automotive industry in recent years shows that the volume of global automobile production has a stable growth trend. According to the International Organization of Automobile Manufacturers, in 2023, about 93 million cars were produced worldwide, while in 2024 this figure exceeded 95 million units. At the same time, the total value of the global automotive market is more than 3 trillion US dollars [14]. These figures indicate that the automotive industry’s share in the global economy is increasing. As a result, companies are investing heavily in developing their brand strategies.



Picture 1. **Economic mechanisms for developing brand strategy in the automotive industry**

This scheme systematically shows the economic mechanisms for developing a brand strategy in the automotive industry. According to the scheme, investment policy, innovative development, marketing communications and market infrastructure are the main factors influencing the formation of a brand strategy in the automotive industry. These factors influence the process of developing a brand strategy, which ultimately leads to an increase in brand capital, the formation of an innovative brand image and increased competitiveness of enterprises. As a result, the sustainable development of automotive enterprises and their strategic advantage in the market are ensured.

One of the Table 1. important economic mechanisms for developing a brand strategy in the automotive industry is investment policy. Large automotive companies are striving to produce innovative products and strengthen their brand image by investing heavily in research and development. For example, in 2024, the volume of investments allocated for research and development by global automobile manufacturers amounted to more than 150 billion US dollars [15]. Such investments are aimed at the development of electric cars, hybrid vehicles and smart transport technologies, which serve to form an innovative brand image of automotive companies. Another important economic mechanism in the development of brand strategy is the development of marketing communications.

Table 1.

Economic factors influencing the development of brand strategy in the automotive industry

№	Economic factor	Description	Impact on brand strategy
1	Investment environment	The volume of investments attracted to the industry	Develops an innovative brand strategy
2	Innovative development	Level of introduction of new technologies	Shapes the brand's technological image
3	Market infrastructure	Development of trade and service networks	Ensures the stability of the brand in the market
4	Marketing communications	Advertising and PR activities	Increases brand awareness

In recent years, automotive companies have been widely using digital marketing technologies in their marketing activities. The development of marketing communications through digital advertising, social media marketing and online sales platforms allows companies to effectively communicate with consumers. For example, in 2024, the expenses of global automotive companies on marketing and advertising activities amounted to more than 45 billion US dollars. These funds are mainly aimed at increasing brand awareness and building long-term relationships with consumers.

The introduction of innovative technologies is also an important economic mechanism in the process of developing a brand strategy in the automotive industry. In recent years, the volume of electric vehicle production has been increasing sharply. According to the International Energy Agency, in 2024, global sales of electric vehicles will exceed 17 million units, which is about 20% of total automobile sales. The expansion of electric vehicle production is helping automotive companies to form an innovative brand image and develop marketing strategies based on the principles of environmental sustainability.

Also, the development of market infrastructure is an important economic factor in the process of developing a brand strategy in the automotive industry. The development of the transport and logistics system, the expansion of automobile sales networks, and the improvement of service infrastructure contribute to the effective implementation of companies' brand strategies [16]. For example, large automobile manufacturers are expanding their global dealer networks in order to develop their brands and pay great attention to improving the quality of customer service.

Analysis shows that the development of brand strategy in the automotive industry is carried out through the following main economic mechanisms:

- development of investment policy and innovative activities;
- improvement of marketing communications;
- introduction of digital marketing technologies;
- expansion of research and development activities;
- development of market infrastructure.

These mechanisms serve to shape the marketing strategy of automotive companies, increase brand equity, and ensure competitive advantage in the global market.

5. Conclusions and Suggestions.

This study comprehensively analyzed the economic mechanisms for developing brand strategy in automotive enterprises and scientifically substantiated their importance in increasing the competitiveness of enterprises. The results of the study show that the process of developing brand strategy in the modern automotive industry is directly related not only to marketing activities, but also to economic factors such as investment policy, innovative development, marketing communications, and the level of development of market infrastructure. Therefore, the use of complex economic mechanisms for the effective development of brand strategy in automotive enterprises is of great importance.

The study revealed that the effectiveness of brand strategy in the automotive industry largely depends on the innovative activities of enterprises, the effectiveness of the marketing management system, and the effectiveness of investment policy. The introduction of innovative technologies, the expansion of research and development, and the development of marketing communications serve to increase the brand capital of companies. At the same time, the use of digital marketing technologies, the development of online trading platforms, and the establishment of effective communications with consumers help to increase the economic effectiveness of brand strategy.

The analysis also showed that investment policy is one of the important economic mechanisms in the process of developing a brand strategy in the automotive industry. Investments directed by enterprises to research and development activities serve to strengthen the company's position in the market through the production of innovative products and the introduction of new technologies. At the same time, investments directed to marketing communications help to increase brand recognition and strengthen consumer loyalty.

Based on the results of the study, the following scientific and practical proposals were developed to improve the economic mechanisms for developing a brand strategy at automotive enterprises.

First, it is necessary to modernize the marketing management system to develop a brand strategy at automotive enterprises. In this regard, the development of marketing research, in-depth analysis of market conditions, and the study of consumer behavior are of great importance.

Secondly, it is necessary to expand innovative activities in the automotive industry and increase the volume of investments allocated for research and development. The introduction of innovative technologies serves to form an innovative brand image of companies and ensure competitive advantage in the global market.

Thirdly, the development of marketing communications and the widespread use of digital marketing technologies are important factors in the development of the brand strategy of automotive enterprises. The use of digital marketing platforms, social networks and online trading systems allows for effective communication with consumers.

Fourthly, it is necessary to develop market infrastructure in the automotive industry, improve the transport and logistics system, and expand the automotive sales and service network. Such measures will serve to successfully implement the brand strategy of companies and improve the quality of customer service.

Fifthly, it is important to study international experience and introduce advanced marketing approaches to develop a brand strategy in developing countries, including the automotive industry of Uzbekistan. This will increase the competitiveness of national automotive brands in the global market and expand their export potential.

In general, in-depth study of the economic mechanisms for developing a brand strategy in automotive enterprises and their implementation in practice is an important factor in ensuring the long-term development of enterprises. In the future, it is advisable that scientific research in this area be focused on developing innovative marketing strategies, improving economic mechanisms, and modernizing the brand management system in the automotive industry.

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