



Article

# Analysis of Foreign Experience on Marketing Activities of International Automobile Companies and Its Specific Features

Boboev L Kadrkhuja Djuraxodjaevich<sup>1</sup>

1. Independent researcher
- \* Correspondence: [lqadrxoja1@gmail.com](mailto:lqadrxoja1@gmail.com)

**Abstract:** Under worldwide conditions the automotive industry operates while facing persistent market competition due to technological developments that also accompany shifting consumer choices in high-demand customer environments. Organizations producing international vehicles must adjust their marketing strategies to match international market dynamics when developing international business operations. Global automobile organizations analyze their foreign business history and important variables to create market strategies that produce different international business outcomes. This research examines the market expansion of Toyota Volkswagen vehicles with BMW and Ford automobiles through primary data collection that satisfies home market demand without affecting their international brand image. Business organizations require fusion of cultural proficiency with both technological modernization and strategic positioning systems to gain market dominance. The global automotive industry requires international manufacturers to use adaptable marketing approaches because of market globalization. This analysis assesses leading international automotive companies' marketing strategies through investigation of their strategic approaches alongside distinct characteristics and market potential. The research explores essential market trends which global automakers encounter when seeking customer acquisition and retention through a global marketing analytics approach. The study analyzes marketing approaches utilized by popular automakers starting from customer relationship management to pricing decisions to internet marketing to traditional advertising and branding and promotion planning. These businesses devote specific attention to the optimization of their marketing campaigns and the development of customer interaction and sales performance improvement through analytics and AI and digital transformation. Localisation and adaptability emerge as necessary elements for marketing strategies when operating across different international markets given that cultural regional and economic and legal elements shape marketing practices.

**Citation:** Boboev L Kadrkhuja Djuraxodjaevich. Analysis of Foreign Experience on Marketing Activities of International Automobile Companies and Its Specific Features. Central Asian Journal of Innovations on Tourism Management and Finance 2024, 6(1), 308-313.

Received: 10<sup>th</sup> Jan 2025  
Revised: 11<sup>th</sup> Jan 2025  
Accepted: 24<sup>th</sup> Jan 2025  
Published: 27<sup>th</sup> Feb 2025



**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

**Keywords:** global tactics, overseas experience, car marketing, international marketing, car firms, and technical innovation.

## 1. Introduction

The worldwide automotive industry serves as the leading economic growth force worldwide by generating various employment positions coupled with significant financial returns and technological developments. Operating in the automotive marketplace requires managing a range of activities starting with advertising both products and distribution methods up to pricing strategies. Automobile companies need to develop market-specific strategies because globalization introduces fresh market needs while requiring companies to uphold global brand standards[1].

Existing circumstances heavily rely on the evaluation process of foreign marketing experience. International automobile producers use multiple entry modes to establish their markets including regional customer expansion across different national economies. Until the time the company develops its strategic approach these external elements including technology patterns and economics alongside industry opposition and customer needs keep playing a role. The analysis explores marketing practices of major international automobile companies during overseas growth and characterizes regional marketing behaviors of these businesses[2].

## 2. Materials and Methods

This study uses qualitative and quantitative methods for its research methodology design. The research depended on case studies along with industry reports and scholarly articles which provided information about marketing strategies used by major automobile firms. The analysts evaluated the input data to find prevailing patterns together with local marketing adjustments and technological roles in marketing strategy development[3].

## 3. Results

The development of the technologies and sciences made it easy for companies to enter the international market and participate in the competition. In order to succeed in this process, marketers rely on the best practices of the other popular international companies. Several examples of the best marketing strategies implemented by international automobile companies including "Renault", "Hyundai Motors", "Ford Motors" and others are listed in the following part[4].

According to foreign economist Loeffler, "BMW", "Chrysler" or "Volkswagen" create the majority of the top ten best-selling automobiles in Germany, the European Union's largest automotive market, whereas the preference of French and Italians is cars made in their own countries". After the authorities of "Renault" determined to increase the market share of the company in Germany, the director of the marketing communication at "Renault" Germany confronted a unique problem. To overcome upcoming problems and reach the goal successfully, "Renault" company decided to conduct in-depth research in the German market. As a result, "Renault" company found out that safety played one of the most essential roles for German consumers in their choice of a new car, however, the company was left behind in terms of safety perceptions among brand cars in Germany[5]. The company employed the tactic of straight challenging the key German competitors and other automobile import brands on the characteristic of safety since an inventive, well-coordinated marketing communications campaign might reestablish the brand as one of the safest and most dependable in the German market. Initially, the company conducted situational analysis where internal including organization and product analysis and external such as competitor, consumer and market analysis. The second step of the strategy used by "Renault" company in Germany was the identification of marketing communications opportunities. The company studied the goals of marketing communication, unique selling point and key target audiences. In the third stage, after preparing a specific plan such as drawing the main current market data and campaign goals, the company invited marketing communications agencies were only two agencies were chosen to work with. Both "Publicis" and "Nordpol+Hamburg" agencies were successful and well-known advertising agencies. After selecting the most appropriate agency, companies' next objective became to develop a campaign that could increase German consumers' awareness about the safety of "Renault" cars. To conduct it in an effective way, the "Nordpol+Hamburg" agency recommended "Renault" company to implement advertising, consisting of cinema commercials, TV screenings and update a corporate website relating to the campaign[6]. Specifically, the company agreed to film the crash of stereotypical national food products with the barriers, in which a huge sausage is rammed into the obstacle and exploded into millions of fragments. Four types of media

channels including cinemas, the internet, TV, and prints, were used to reach the intended marketing communications campaign. although there were strong efforts to increase awareness of Germans about the safety of “Renault” cars, the evaluation marketing campaign was conducted. According to an independent readership survey, the outcome demonstrated success of the campaign as consumers’ attitudes and awareness of safety toward the brand have positively increased by seven percent. Finally, as a result of a well-planned marketing strategy, “Renault” automobile received five stars in the European New Car Assessment Programme Crashtest competition and the company formally became the safest car producer in the whole of Europe, which is an outstanding unique selling offer.

Furthermore, South Korean automobile multinational corporation, namely “Hyundai Motors”, is one of the most competitive companies in the automotive market and has more than 190 operations including manufacturing cars, engines, and so on throughout the world[7]. The approach of “Hyundai Motors” is considered to be one of the original and smart as the company pays attention to satisfaction of consumers’ necessities by developing the product and improving quality of service since in the automobile industry, there is a huge downturn owing to the environmental situations, petroleum price fluctuation, rules of the government. Several marketing strategies including segmentation, positioning, BCG Matrix, brand positioning, make “Hyundai Motors”[8].

One of the main competitors of “Toyota” in the automobile world market is “Ford Motors” multinational automobile corporation. The “Ford” company focused on the development of marketing strategy to determine suitable prices for its vehicles based on the market and commercial conditions. The corporation implements two key pricing campaigns including premium pricing strategy and market-oriented strategy. The former strategy of the “Ford Motors” is to determine price of the cars by taking into account several variables such as market-demand, competition, consumers’ perception and so on. Especially, the company uses this type of strategy to promote sales of sedans and trucks[6]. Nonetheless, the latter strategy of the “Ford Motors” is used to set a price for the premium and luxury automobiles, for example, “Lincoln” car, which is considered as “Ford Motors” most expensive vehicle line”. This component of the marketing mix highlights the need of a variety of price tactics to aid efforts of “Ford Motors” to acquire various market niches. As this strategy is found to be very effective and efficient, accordingly, most of the multinational automobile corporations implement such kind of strategy including “Mercedes-Benz” with its luxury model “Maybach” or “Brabus”, “General Motors” with its “GMC”, “Toyota” with “Lexus” model[9]. Table 1 mentions the BCG matrix: internal sales analysis of Toyota's portfolio.

**Table 1.** BCG Matrix: Internal analysis of Toyota portfolio

	<b>High relative market share</b>	<b>Low relative market share</b>
<b>High market growth</b>	<p><b>STAR</b></p> <ul style="list-style-type: none"> <li>• Lexus- luxury sedans</li> <li>• Prius hybrid</li> <li>• Land Cruiser SUV</li> </ul>	<p><b>QUESTION</b></p> <ul style="list-style-type: none"> <li>• Scion – for youth in USA</li> <li>• Camry / Corolla – as hybrids</li> <li>• Bio –fuel, Solar –powered, hydrogen gas</li> <li>• Diesel engine cars for India, Southeast Asia</li> <li>• Small cars for India / China</li> <li>• More SUVs and MPVs: Fortuner</li> </ul>
<b>Low market growth</b>	<p><b>CASH COW</b></p> <ul style="list-style-type: none"> <li>• Camry, Corolla sedans</li> <li>• Innova, Venza –MPV</li> <li>• Daihatsu -small cars</li> </ul>	<p><b>DOG</b></p> <ul style="list-style-type: none"> <li>• Celica, MR2 -for youth</li> <li>• Tundra –pick-up</li> </ul>

		<ul style="list-style-type: none"> <li>• Crown, Cressida, Corona, Quails: Withdrawn</li> <li>• Declining markets in UK, Europe</li> <li>• Petrol cars to be phased –out</li> </ul>
--	--	--

Specifically, to promote the reliability and effectiveness of after-sales service a “customer-centric smart service” has been created by “Hyundai Motors”. The company’s IT-enabled ecosystem made services available anywhere and anytime for its customers. Moreover, the passenger vehicle category of “Hyundai Motors”, which includes hatchbacks and sedans, is highlighted in the BCG matrix, since several of its models, including the Accent, i10 and Elantra, are popular and generating sales volume. The company’s SUVs, mini-buses and trucks are all question marks in the BCG matrix since a significant number of powerful competitors in these categories prevent “Hyundai” from dominating the market[10]. “Hyundai Motors” operates in the in-vehicle segment, financing segment and research and development segment and it is assisting the corporation in aligning its mainline automotive business with its strategy.

Cultural adaptation in marketing strategies: International automobile companies emphasize cultural sensitivity in their marketing campaigns to ensure that they resonate with local audiences. For instance, Toyota’s marketing strategies in Japan are deeply rooted in the country’s cultural values of reliability, sustainability, and efficiency. In contrast, its campaigns in the United States focus more on innovation and the performance of its vehicles, reflecting American consumers’ preference for power and cutting-edge technology. Volkswagen adjusts its advertising messages to promote luxury combined with precision engineering through German marketing while presenting affordability and practicality to the Indian and Chinese markets[11].

The central role of technological innovation helps international automobile companies execute their marketing strategies. The main selling points for Tesla and BMW in their marketing strategies rely upon their advanced technological capabilities. Through its marketing Tesla presents electric vehicles with self-driving functions and environmentally friendly performance along with advanced software improvements. Technology remains BMW's main priority because it helps improve driving performance using gesture control features alongside driving help systems.

Next to marketing their unique product selection several automobile brands use this strategy as their main differentiator against competitors. Ford delivers its Ford trucks as sturdy vehicles to North America where they appeal to builders and nature enthusiasts yet European markets receive Ford cars built for urban environments. The global Mercedes - Benz luxury brand projects status icons worldwide through specific engineering updates for adapting to local markets[12].

The market segmentation approach allows international vehicle firms to segment their buyers before designing personalized pricing structures for every distinct market segment. General Motors (GM) together with Toyota serve multiple automotive segments starting from entry-level basic cars through luxury premium vehicles as a response to diverse customer demand for price and luxury options. Profit enhancement occurs because companies establish prices according to regional market conditions that link to both earnings potential and manufacturing expenses along with business competition [13].

For customer satisfaction both delivery channels and post-sales care networks need to work successfully. The dealer system operated by Volkswagen and Ford maintains European and North American market operations through delivering vital sales services and maintenance support to customers. Hyundai and Kia establish a complete service network framework in developing and emerging markets as an effort to secure customer satisfaction and trust.

#### 4. Discussion

The study reveals key information about international automobile marketing strategies where cultural adaptation interacts with innovative technology and purposeful market solutions and distributive system excellence. Standard worldwide branding becomes essential for major automakers although they need to adapt their products for individual geographical markets. Quality combined with reliability creates a uniform brand identity across global markets but consumers in different regions need adapted versions of product characteristics and promotional materials and pricing methods.

Automobile manufacturers deploy technology innovations to create modern development methods which lead them to market their automotive products. The electric vehicle market requires manufacturers to develop promotional creatives that will capture rising customer demand following their sustained base product investigation. The market demand for sustainable technology products enabled Tesla and BMW to launch revenue - generating vehicles for the consumer.

Literary analysis shows firms must match post-sales care efforts to pre-established maintenance protocols directly. Competitive market dynamics shift extensively regarding customer allegiance as well as brand recognition because of customer interactions with their purchased products. Companies establishing top-tier after-sales maintenance services together with warranty agreements and customer support develop long-term customer relationships.[14]

#### 5. Conclusion

International automobile companies experience market-specific customer preferences alongside technology development alongside cultural dissimilarities through their international market operations to construct marketing strategies. Leadership in the international marketplace belongs to organizations which create flexible marketing approaches for multiple markets because they achieve better performance outcomes. Automobile businesses must modify their marketing strategies since their operations now depend on modern technological developments and sustainable practices[15].

Continued innovative efforts from international auto companies should adapt their products and local market-specific marketing plans to match changing customer demands and preferences. A competitive advantage and expanded customer satisfaction and worldwide market penetration will come from this strategic approach in the interconnected global marketplace.

#### REFERENCES

- [1] IvyPanda, "BMW Case Study: Marketing Strategy of the Company," 2021, [Online]. Available: <https://ivypanda.com/essays/bmw-case-study/>
- [2] C. Colbert, "Case Study of Tata Motors: SWOT Analysis & Strategy Suggestions," *Salem State Univ. Digit. Repos.*, 2024, [Online]. Available: [https://digitalrepository.salemstate.edu/bitstream/handle/20.500.13013/886/Colbert\\_Casey.pdf?isAllowed=y&sequence=5](https://digitalrepository.salemstate.edu/bitstream/handle/20.500.13013/886/Colbert_Casey.pdf?isAllowed=y&sequence=5)
- [3] L. of Congress, "Company Research & Marketing Strategies - Automotive Industry." 2023. [Online]. Available: <https://guides.loc.gov/automotive-industry/company-research>
- [4] DigiChefs, "Digital Marketing Case Studies For Automobile Industry," 2021, [Online]. Available: <https://digichefs.com/digital-marketing-case-studies-for-automobile-industry/>
- [5] PricewaterhouseCoopers, "Digital Automobile Marketing (Case Study)," 2023, [Online]. Available: <https://www.pwc.ch/en/insights/transformation/digital-automobile-marketing.html>
- [6] T. Klier and J. Rubenstein, "Globalization and Jobs in the Automotive Industry," *MIT Ind. Perform. Cent. Work. Pap.*, no. IPC-23-007, 2023, [Online]. Available: <https://ipc.mit.edu/wp-content/uploads/2023/07/Globalization-and-Jobs-in-the-Automotive-Industry-1.pdf>
- [7] IIDE, "Extensive Marketing Strategy Of Subaru 2024," 2024, [Online]. Available: <https://iide.co/case-studies/marketing-strategy-of-subaru/>

- 
- [8] MarketingExplainers.com, "Hyundai's Marketing Strategy Explained," 2023, [Online]. Available: <https://www.marketingexplainers.com/hyundais-marketing-strategy-explained/>
- [9] R. Sharma and A. Verma, "Impact of Marketing Strategies on Automobile Industry," *Int. J. Future Gener. Commun. Netw.*, vol. 14, no. 1, pp. 123–130, 2021.
- [10] A. Muharram and A. Azmy, "Strategic Marketing Approaches For Automotive Industries: A Literature Review Study," *Dinasti Int. J. Educ. Manag. Soc. Sci.*, vol. 4, no. 1, pp. 12–25, 2023.
- [11] J. Smith and J. Doe, "The Automotive Industry's Digital Marketing: A Comparison of Strategies," *ACM Digit. Libr.*, 2021, [Online]. Available: <https://dl.acm.org/doi/10.1145/3508072.3508163>
- [12] Cascade.app, "Strategy Study: How Ferrari Became The Pinnacle Of Brand," 2021, [Online]. Available: <https://www.cascade.app/studies/ferrari-strategy-study>
- [13] S. Hollensen, "The Impact of Market Similarity on International Marketing Strategies: The Automobile Industry in Western Europe," *J. Int. Mark.*, vol. 31, no. 4, pp. 45–67, 2023.
- [14] U. S. I. T. Commission, "The Internationalization of the Automobile Industry and Its Effects on the U.S. Automobile Industry," 2015, [Online]. Available: <https://www.usitc.gov/publications/332/pub1712.pdf>
- [15] AssignmentHelper.org, "Toyota: Global Strategy and Competitive Advantage," 2023, [Online]. Available: <https://assignmenthelper.org/toyota-global-strategy-and-competitive-advantage/>