

## IDENTIFY AND IMPLEMENTING OPPORTUNITIES TO INCREASE PRODUCT SALES: IN THE CASE OF ELECTRICAL VEHICLES (EVS) IN UZBEKISTAN

**Zakir Bazarov Khonqulovich**

PhD, in Economics

Tashkent State University of Economics

**Samadova Zarinabonu Farhod qizi**

Student, Faculty of Economics

Tashkent State University of Economics

E-mail: [samadovazarina388@gmail.com](mailto:samadovazarina388@gmail.com)

### Abstract

This study aims to identify and analyze key opportunities for increasing electric vehicle sales in Uzbekistan and to propose effective strategies for their implementation. The research examines critical factors influencing EV adoption, including charging infrastructure availability, government incentives, technological advancements, and environmental education. Using a combination of descriptive analysis and the study evaluates the relationship between EV sales growth and supporting green infrastructure investments.

**Keywords:** product sales, greenhouse gas emissions, electrical vehicles, gasoline consumption, green energy, investment.

### Annotatsiya

Mazkur tadqiqot O‘zbekistonda elektr transport vositalari savdosini oshirish imkoniyatlarini aniqlash va tahlil qilish hamda ularni amalga oshirish bo‘yicha samarali strategiyalarni ishlab chiqishga qaratilgan. Tadqiqotda elektromobillarni joriy etishga ta’sir etuvchi asosiy omillar, jumladan, zaryadlash infratuzilmasining mavjudligi, davlat imtiyozlari, texnologik yutuqlar va ekologik ta’lim darajasi o‘rganilgan. Tavsifiy tahlil usullaridan foydalangan holda elektromobillar savdosining o‘sishi va qo‘llab-quvvatlovchi “yashil” infratuzilma investitsiyalari o‘rtasidagi bog‘liqlik baholangan.

**Kalit so‘zlar:** mahsulot savdosi, issiqxona gazlari chiqindilari, elektr transport vositalari, benzin iste’moli, yashil energetika, investitsiya.

### Аннотация

Данное исследование направлено на выявление и анализ ключевых возможностей увеличения продаж электрических транспортных средств в Узбекистане, а также на разработку эффективных стратегий их реализации. В работе рассматриваются основные факторы, влияющие на распространение электромобилей, включая доступность зарядной инфраструктуры, государственные стимулы, технологические достижения и уровень экологического образования. С использованием методов описательного анализа оценивается взаимосвязь между ростом продаж электромобилей и инвестициями в поддерживающую «зелёную» инфраструктуру.

**Ключевые слова:** продажи продукции, выбросы парниковых газов, электромобили, потребление бензина, зелёная энергетика, инвестиции.

## INTRODUCTION

Out here where markets keep getting tougher, companies need to find fresh ways to move more products just to stay ahead. Growth stops when sales freeze, so companies hunt what customers want next. Technology pushes change fast - not yesterday's habits anymore. People now expect speed, access, ease; old methods won't cut it alone. That push toward digital living changes who decides what sells first. Watching user patterns helps spot gaps others miss daily. Smart moves come from reading real-time feedback instead of guessing blindly ever.

Right now, figuring out how firms spot and follow through on chances to boost earnings matters more than ever. Looking into these strategies helps grasp key ways businesses grow while offering real guidance for those aiming to improve where they stand in the marketplace. Most areas are shifting fast, so grabbing relevant opportunities - and handling them well - isn't just helpful - it shapes outcomes, either survival or fade, down the line.

Lately, changes have taken hold in Uzbekistan's car industry, pushed by how much the world now values eco-friendly advancements. The shift shows up clearly where electric cars are concerned. At one point, these vehicles barely existed there at all. Now they appear more often because support from leaders has risen, foreign deliveries increased, roads and charging spots too - all signals of fresh openings to boost vehicle sales across the sector.

This time around, the focus lands on electric vehicles - specifically how sales might grow in Uzbekistan. Instead of broad claims, real details take center stage. One aspect under review: how conditions shape car output, using BYD's presence there as proof. What stands out is the way specific triggers influence outcomes, shown clearly through that local example.

## LITERATURE REVIEW

There are numerous researches that have been identified the opportunities to improve and increase the sales of products.

Research that was done by Fan, Zhi-Ping, Yu-Jie Che, and Zhen-Yu Chen used the methodology that combines the Bass/Norton model and sentiment analysis to forecast product sales using product review data. This method incorporates the Naive Bayes (NB) algorithm to compute the sentiment index of online reviews and then employs the sentiment index to extend the imitation coefficient in the Bass/Norton model [1].

From the perspectives of Ha, Sung Ho, Soon Yong Bae, and Lee Kyeong Son, there is a close relationship between online consumer reviews and product sales [2]. They tried to analyze the source effect of online consumer reviews such as seller-site, seller-blogger, and personal-blogger reviews and focus especially on close relationships between online consumer reviews and product sales. Their study suggested that online consumer reviews that came from different sources had

differential impacts on product sales, and the effect of personal blogger reviews was most influential among the three kinds of reviews.

Zhao and Zhijie studied the factors that affect to online product sales in e-commerce platforms. This study analyzes the factors and relative strength of online product sales based on four aspects: online reviews, review system curation, online promotional marketing, and seller guarantees [3]. The SFNN (a sales factor model using a neural network) model in this paper includes 14 influencing factors as input variables and considers the 30-day sales figures of the products as output variables

Siregar, A. P., T. S. Wibowo, P. A. Cakranegara, U. W. Nuryanto, and M. I. Fajri conducted the research that aimed to analyze the effect of the marketing mix strategy consisting of product, price, place, and promotion on increasing sales volume of Reverse Osmosis Health Drinking Water [4]. What they found in increasing product sales is the positive relationship between marketing strategy and sales growth. Based on the results of data analysis that has been carried out on the first hypothesis (H1), which states that the product has a positive and significant effect on increasing sales, the value of  $t \text{ count} > t \text{ table}$  is  $14,563 > 1,661$ , testing the second hypothesis (H2) which states that price has a positive effect and significantly to the increase in sales, the value of  $t \text{ count} > t \text{ table}$  is  $12,293 > 1,661$ , testing the third hypothesis (H3) which states that place has a positive and significant effect on increasing sales, the value of  $t \text{ count} > t \text{ table}$  is  $10,378 > 1,661$  and on hypothesis testing fourth (H4) which states that promotion has a positive and significant effect on increasing sales, the value of  $t \text{ count} > t \text{ table}$  is  $21,285 > 1,661$  which means that product, price, place, and promotion have a positive and significant impact on increasing sales volume of Reverse Osmosis Health Drinking Water products, The R-square value obtained is 0.944, which states that the product, price, place, and promotion variables affect the sales volume of Reverse Osmosis Health Drinking Water products by 94.40%, and other variables influence the remaining 5.60%.

According to Redjeki, Finny, Haris Fauzi, and Sidik Priadana, The made marketing decisions certainly influence the company's efforts to achieve goals and maintain and develop them. Marketing decision-making is almost always related to the marketing mix variables [5]. They considered observing the existing market conditions and suggested that the sales managers have to see the opportunities that exist in the market.

Looking to the papers of Ogunyemi, Adeola Oluwakemi, the research focused on small and medium enterprises (SMEs) and the opportunities to increase their product sales. Based on methodological triangulation and the use of thematic data analysis technique, six key themes emerged: (a) enhancing competitive advantage through the business structure; (b) distribution channels, product range, and leveraging networks; (c) human capital development; (d) turning challenges into innovation opportunities and enhancing business performance; (e) creating product awareness; and (f) using data analysis to improve decision making. A recommendation is for SME owners to exploit opportunities to be innovative by continuously offering creative and value-adding products to their customers to enhance their financial performance [6].

Research done by Sutaguna, I. Nyoman Tri identified the importance of choosing right marketing strategy to increase product sales in Barokah Trading Business. The approach used in this study is the SWOT analysis approach, which is the systematic identification of various factors to formulate corporate strategy. Based on the results of the analysis of the SWOT diagram and SWOT matrix, it can be seen that Barokah Trading Business is in quadrant I (Aggressive Strategy) and on the SO strategy, where the company's strengths and opportunities are greater than its weaknesses and threats [7].

Svetina, Marko, and Joze Zupancic wrote about how to increase sales in retail with market basket analysis [8]. They found that market basket analyses are an important component of analytical system in retail organizations to monitor buying patterns and improve customer satisfaction.

Based on the investigation of Tomasin, L., Pereira, G. M., Borchardt, M., & Sellitto, M. A. (2013) in industrial green product sales in Brazil, suppliers must provide not only advertising and financial and technical support to the distributors but also stable sales commissions. Accordingly, suppliers must consider both the profits and the losses of their distributors to increase sales, and the cost of such support may be higher than the costs incurred for non-green products. However, without such support, sales will not increase. The best distributors have exclusive sales teams that explore the technical, financial and advertising support provided by the supplier, allowing these sales teams to outperform non-exclusive sales teams [9].

From the perspectives of Haslindah, Andi, Aminuddin Hamdat, and Hafidz Hanafiah, changes occurring in the external environment can be an opportunity or even a threat, and changes in the internal environment can be a strength or weakness for the company. Environmental analysis is one of the important elements in the implementation of marketing strategy [10]. Through environmental analysis, companies can produce some information needed to assess the current and future conditions of the company to increase production and sales and become a reference for companies in implementing marketing strategies.

In this article, it is proved that not only strong marketing strategies, market analysis, online consumer reviews, competition or external environmental changes, but also global trend and governmental implementations and suggestions can be the opportunity for the certain type of products' (in the case of electrical vehicles) sales.

## **METHODOLOGY**

In this research, all the data were collected from reliable sources and official websites: Elsevier journals, Google Scholar, journals from Scimedirect and others. The model of the research is observing and determining Uzbekistan's new implementations and economic reforms affect to the sales of electrical vehicles through the country's legislation.

## **ANALYSIS AND RESULTS**

In recent years, the ecological crisis, climate change, and the scarcity of natural resources have become a serious concern on a global scale. Therefore, various reforms

are being carried out in many countries around the world to address these issues. In particular, Uzbekistan is also ensuring sustainable development on the basis of a “green economy”. On October 4, 2019, the President of the Republic of Uzbekistan introduced the “Strategy for the transition of the Republic of Uzbekistan to a green economy in 2019-2030”. The main objectives of this strategy include increasing the energy efficiency of the economy and rational use of natural resources. During the implementation of the strategy until 2030, the specific emissions of greenhouse gases per unit of gross domestic product will be reduced by ten percent compared to 2010, and up to one hundred percent of the population and sectors of the economy will be provided with modern, affordable and reliable electricity supply. The production and use of environmentally friendly motor fuels and vehicles will be expanded, and electric transport will be developed [11].

It is clear that the growth in product production, in particular, the expansion of sales of electric vehicles in the automotive industry, is influenced not only by its market position, marketing strategies or sales plans shows, but also legislative documents and state support are of great importance in this area. In the process of implementing the “strategy of transition to a green economy” in Uzbekistan, the wider promotion of electric vehicles, the creation of opportunities for them and the stimulation of their sales are increasing the demand for this type of vehicle. Three years after the approval of the “strategy of transition to a green economy” in 2019, Uzbekistan has gradually begun to develop the electric vehicle industry. In 2022, 2,180 electric vehicles were imported to the territory of Uzbekistan. By 2023, this indicator increased almost 3 times, reaching 7,139 imported electric vehicles. According to the Statistics Agency, Uzbekistan imported electric vehicles from 10 countries. The top three importing countries are China, Hong Kong and Germany. In 2024, electric vehicles There was another growth in the industry. This year, the volume of electric cars imported by Uzbekistan reached 24,095 units (1-table). This was evidence of the sharp increase in demand for electric cars among the population in the country. Therefore, Uzbekistan no longer directly imports ready-made electric cars, but also begins to assemble their spare parts in the country and then sell them. As a vivid example, we can show that spare parts for several types of electric cars belonging to the BYD brand are assembled and sold in Uzbekistan (Table 1) [12].

**Table 1. Dynamics of Imported and Registered Electric Vehicles (EVs) in Uzbekistan (2022-2025)[12]**

Year	Period	Imported electric cars	Registered electric cars
2022	annual	2180	-
2023	annual	7139	-
2024	annual	24095	-
2025	until April	-	65216
2025	until July	-	73600

The arrival of electric cars in Uzbekistan has created a need for charging stations. In 2022, when electric cars began to be imported, the number of electric car charging

stations in the country was 70 (2-table). Over the years, as the number of electric cars has increased dramatically, the number of special stations for them has also increased, and today their number has exceeded a thousand (1,400 as of May 2025) (Table 2) [13].

**Table 2. Growth in the Number of Electric Vehicle (EV) Charging Stations in Uzbekistan (2022-2025)[13]**

Year	Period	Number of EV charging stations
2022	annual	70
2023	annual	-
2024	annual	1085
2025	until May	1400

As the demand for electric vehicles in Uzbekistan increases, we can see that the need for fuel is decreasing. However, fuel production in 2023 increased compared to 2022, and the main reason for this is the lack of charging stations for electric vehicles, despite the increase in the number of electric vehicles this year, as is evident from the lack of information on their number in 2023. However, since 2024, the sharp increase in the number of charging stations has gradually reduced the demand for fuel (Table 3) [14].

**Table 3. Annual Volume of Gasoline Production in Uzbekistan (2022-2025)[14]**

Year	Period	Volume of produced gasoline (tons)
2022	annual	1 257 700
2023	annual	1 333 100
2024	annual	1 282 100
2025	until September	884 500

The introduction of electric vehicles in Uzbekistan indicates that the country's economy is transitioning to the principles of a green economy and measures are being taken to develop the green energy sector. In other words, after the development of a strategy for the transition to a green economy in Uzbekistan, the process of attracting investments in this sector has begun. In particular, the volume of investments attracted to the green energy sector is increasing year by year. In just two years, the annual investment volume has nearly doubled, rising from 1.5 billion USD in 2022 to a projected/realized 2.90 billion USD in 2024. From 2022 to 2023, the investment grew by approximately 35.3%. From 2023 to 2024, the growth rate accelerated to approximately 42.8% (4-table).

These investments are creating thousands of "green jobs" in construction and engineering and reducing the "carbon footprint" of Uzbek products, making them more competitive in European markets. If the trend of investing nearly 3 billion USD annually continues, Uzbekistan is highly likely to meet its 2030 renewable energy targets ahead of schedule. Moreover, the jump to 2.90 billion USD in 2024 suggests

that many large-scale projects (like the 1GW solar projects) are moving from the "agreement" stage to the "construction" stage, signaling a more stable and reliable electricity supply for the country's growing economy (Table 4).

**Table 4. Volume of Investment in Green Energy in Uzbekistan (2022-2024), Billion USD**

Year	Volume of Investment in green energy (billion USD)
2022	1.5
2023	2.03
2024	2.90

## CONCLUSION AND SUGGESTIONS

The rapid growth of global environmental challenges and the transition toward sustainable development have intensified interest in electric vehicles (EVs) as an environmentally friendly alternative to conventional internal combustion engine vehicles. In Uzbekistan, the government has recently introduced a range of policy measures aimed at promoting green transportation, including tax incentives, infrastructure development, and investments in renewable energy. The findings suggest that expanding charging infrastructure, strengthening green education initiatives, improving affordability through fiscal incentives, and economic benefits can significantly enhance electrical vehicles' market performance.

The study provides practical recommendations for policymakers, manufacturers, and investors seeking to accelerate EV adoption and stimulate sustainable product sales growth in Uzbekistan. By addressing existing market barriers and leveraging emerging opportunities, the research contributes to the broader discourse on green mobility and sustainable economic development in emerging markets.

## REFERENCES

1. Fan, Zhi-Ping, Yu-Jie Che, and Zhen-Yu Chen. "Product sales forecasting using online reviews and historical sales data: A method combining the Bass model and sentiment analysis." *Journal of business research* 74 (2017): 90-100.
2. Ha, Sung Ho, Soon Yong Bae, and Lee Kyeong Son. "Impact of online consumer reviews on product sales: Quantitative analysis of the source effect." *Applied Mathematics and Information Sciences* 9.2 (2015): 373-387.
3. Zhao, Zhijie, et al. "What factors influence online product sales? Online reviews, review system curation, online promotional marketing and seller guarantees analysis." *Ieee Access* 8 (2019): 3920-3931.
4. Siregar, A. P., T. S. Wibowo, P. A. Cakranegara, U. W. Nuryanto, and M. I. Fajri. "Marketing Mixture Analysis On Product Sales Increase". *Enrichment : Journal of Management*, Vol. 12, no. 3, Aug. 2022, pp. 2469-76, doi:10.35335/enrichment.v12i3.685.

5. Redjeki, Finny, Haris Fauzi, and Sidik Priadana. "Implementation of appropriate marketing and sales strategies in improving company performance and profits." *International Journal of Science and Society* 3.2 (2021): 31-38.
6. Ogunyemi, Adeola Oluwakemi. *Competitive strategies to improve small and medium enterprise sales*. Diss. Walden University, 2020.
7. Sutaguna, I. Nyoman Tri, et al. "Marketing strategy for increasing sales of cooking oil shoes in Barokah trading business." *International Journal of Economics and Management Research* 2.1 (2023): 132-152.
8. Svetina, Marko, and Jože Zupančič. "How to increase sales in retail with market basket analysis." *Systems Integration* 14.2 (2005): 418-428.
9. Tomasin, Leandro, et al. "How can the sales of green products in the Brazilian supply chain be increased?." *Journal of Cleaner Production* 47 (2013): 274-282.
10. Haslindah, Andi, Aminuddin Hamdat, and Hafidz Hanafiah. "Implementation Of Marketing Strategies In Increasing Sales Volume." *International Journal of Science, Technology & Management* 2.5 (2021): 1449-1459.
11. M.T.Asqarova, J.J.Jamolov, X.S.Xadjayev. *Yashil iqtisodiyot. (Darslik)*. - T.: "Innovatsion rivojlanish nashriyot-manbaa uyi", 2022: 321b
12. <https://stat.uz/en/press-center/news-of-committee/63041-o-zbekistonda-qancha-elektromobil-ro-yxatga-olingan>
13. <https://kun.uz/en/news/2024/11/05/uzbekistan-plans-to-install-over-32000-ev-charging-stations-by-the-end-of-2025#:~:text=The%20Cabinet%20of%20Ministers%20of,accessibility%20and%20convenience%20for%20users>
14. <https://samstat.uz/uz/matbuot-markazi/qo-mita-yangiliklar/7918-o-zbekistonda-benzin-ishlab-chiqarish-hajmi-necha-foizga-oshgan>
15. <https://oz.sputniknews.uz/20250624/ozbekiston-yashil-energetika-rejalar-50130014.html>
16. <https://parliament.gov.uz/news/yashil-transformatsiya-sari-yangi-ozbekistonning-yangi-davlat-dasturi-hayotimizning-barcha-sohalarini-shu-negizda-yangilashga-qaratilgan>
17. <https://power-uzbekistan.uz/uz/yangiliklar/ozbekiston-yashil-energetika-sohasida-13-milliard-dollarlik-loyihalarni-amalga-oshirmoqda>
18. <https://www.xabar.uz/uz/mahalliy/ozbekistonda-benzin-va-gaz-ishlab-chiqarish-qisqardi>



# Marketing

*ilmiy, amaliy va ommabop jurnali*

**Muharrir:**

**Ingliz tili muharriri:**

**Rus tili muharriri:**

**Musahhah:**

**Sahifalovchi va dizaynerlar:**

Xakimov Ziyodulla Axmadovich

Tursunov Boburjon Ortiqmirzayevich

Kaxramonov Xurshidjon Shuxrat o'g'li

Karimova Shirin Zoxid qizi

Sadikov Shoxrux Shuxratovich

Abidjonov Nodirbek Odijon o'g'li

**2026-yil, fevral, 2-son**

© Materiallar ko'chirib bosilganda "Marketing" ilmiy, amaliy va ommabop jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar mas'ul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelavermasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga murojaat qilish mumkin. Ilmiy maqola, ommabop maqola, reklama, hikoya va boshqa ilmiy-ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

Elektron pochta:

[info@marketingjournal.uz](mailto:info@marketingjournal.uz)

Bot:

[@marketinjournalbot](https://t.me/@marketinjournalbot)

Tel.:

+998977838464, +998939266610

Jurnalning rasmiy sayti: <https://marketingjournal.uz>

Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi rayosatining 2024-yil 04-oktabrdagi 332/5 sonli qarori** bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan



"Marketing" ilmiy, amaliy va ommabop jurnali 2024-yil 15-martdan O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669517** reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan. **Litsenziya raqami: №240874**



"Marketing" ilmiy, amaliy va ommabop jurnalining xalqaro darajasi: **9710**. GOCT 7.56-2002 " Seriyali nashrlarning xalqaro standart raqamlanishi" davlatlataro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**