

IMPROVING MARKETING RESEARCH IN PUBLIC TRANSPORT

¹Berdiyrov Temur Azamatovich

ABSTRACT--Without the stable operation of the transport system and, first of all, without the accelerated development of the transport infrastructure, new efficient transportation technologies, it is difficult to ensure guaranteed accessibility of transport services for all consumers and reduce economic risks for carriers. Transport has a significant impact on the socio-economic development of every country. This article provides the population with actual recommendations on the content and methods of conducting transport services, certain types of marketing research, and the development of marketing research in the public transport system.

Keywords--marketing, market, transport, concept, functions, products, service, factors, segmentation, positioning.

I. INTRODUCTION

At the same time, the main functions of the transport system remain unchanged: transport must ensure the unity of national commodity markets, the interconnection of regions, the mobility of citizens, and the territorial integrity of the country. The scale, direction and strategy of its development should be subordinated to the scenarios of socio-economic development of the country in the future. It is necessary to take into account the main directions of activity of certain types of transport, to ensure a balance of national and regional interests, tactical and strategic objectives of the sectoral and territorial development of transport. The unsolved problem remains the organization of rational interaction between modes of transport, their coordinated development and use. It is at the “junctions”, at the points of interaction between the modes of transport, that the greatest losses and imbalances take place at present.

II. MATERIALS AND METHODS

Marketing research is needed for effective market activity, sustainable development of passenger transport enterprises. The principal feature of such studies that distinguishes them from the collection and analysis of internal and external current information is the targeted focus on solving a specific problem or a set of marketing problems.

Conducting marketing research in the general case consists of five main stages.[1]

1. Identification of problems and formulation of research objectives.

A correctly identified problem and an accurately formulated goal of the study are the key to its successful implementation. Mistakes made at this stage can lead not only to unjustified expenses for conducting marketing research, but also to exacerbation of existing problems in connection with the loss of time to move on the “false track”.

¹ Senior lecturer at Jizzakh Polytechnic Institute

- 2. Selection of sources and preliminary collection of marketing information. This step consists in sequentially performing a number of specific procedures. Depending on the time and means allocated for the study, the selection of the most important sources of information and the collection of information about the internal and external environment can be carried out both sequentially and in parallel.

- 3. Planning and organizing the collection of primary information.

This is the most time-consuming stage of marketing research, divided into two sub-stages.

When drawing up a plan for the collection of information establish the object of study, the structure and volume of data collected. A clear definition of the object is a prerequisite for a successful study. An object may be one component of the marketing system or their combination. The number of objects is determined by the purpose and objectives of the study, formulated in the first stage.

- 4. Systematization and analysis of the information collected. This is the main stage of the study, during which they prepare the necessary information for subsequent management decisions. First, systematize and group the obtained data, and then conduct their analysis, as a rule, using statistical methods. The final results of the analysis are often presented in the form of recommendations or suggestions regarding the organization's future activities.

- 5. Summarizing the results obtained and presenting them in the form of a report on marketing research, which will allow us to formulate a general or private marketing strategy for the enterprise. The following are guidelines for marketing on various modes of transport.

In the urban transport market, competition is increasingly developing. Therefore, the role of marketing as a tool to increase the income of urban passenger transport enterprises is becoming very important. Improving marketing research helps to increase the income of a transport operator in many ways:

- Increase in traffic, attracting new categories of passengers to the public gas train station;
- Increase in population mobility;
- Increase in tariffs;
- An increase in the number of paid passengers, a decrease in the number of fare dodgers, etc.;
- The development of intermodal transport involving various types of gas transport facilities.

Satisfying the needs of customers is possible only when the organization is able to provide them with the necessary services, and for the ever wider use of public transport and ensuring loyal and regular passengers you need to be able to effectively use marketing tools.

Customer motives are different, so it is very important to determine the criteria and differences that separate one group of passengers from another. Marketers must make efforts to ensure that the offered product or service most fully meets the needs of a particular group.

The distribution of passengers into groups according to certain characteristics and preferences, and not the unification of all into a homogeneous mass, allows marketing specialists to more effectively deal with passenger requirements and thus make better use of profitable niches in the services market. In addition, it is very important to have a complete picture of the needs of passengers in the future, determining what most significantly affects the change in demand in the future.

Taking into account the needs and desires of passengers is only the first step. With the help of marketing, the operator company should systematize this information and use it effectively, as a result of which the passenger can count on decent service.

Railway transport.

The marketing of the railway passenger transportation market is considered as a complex problem of organizing the transportation process, aimed at more fully satisfying the changing demand for transportation services and increasing the profitability of the industry.[2] The main tasks are:

- Estimation of real volumes of transportations by railways, train categories and types of wagons;
- Identification of unmet demand by segments of the transport market and the development of a set of measures for its development;
- Determination of the uneven volume of traffic by periods of the year;
- Development of reliable forecasts;
- Assessment of the use of the production potential of the passenger complex and determination of the strategy and tactics of its development.

When researching the market for transport services, they use cabinet and field methods through surveys and consumer interviews. Simple observation is also used, more rarely, the focus group method. This is due to the fact that quantitative research and field surveys can be carried out by the marketing departments on the railways, while the organization and conduct of focus groups require specialists in the field of psychology.

The management of the “Product (service)” element involves solving problems such as determining the properties of a transport service and the optimal volume of supply (services).

It is possible to establish the optimal volume of services based on an analysis of the conformity of the structure of the rolling stock to the preferences of consumer groups, satisfying the needs of the population in the number of routes and wagons, and convenience of the time of departure and arrival of trains for passengers.

The necessary properties of the transport service are determined using the characteristics of the target audience and the additional number of sent commuters.

To form a pricing policy in accordance with the solvency of consumers, a minimum amount of information is required, including the solvency of the population, passenger preferences, etc. (Fig. 1).

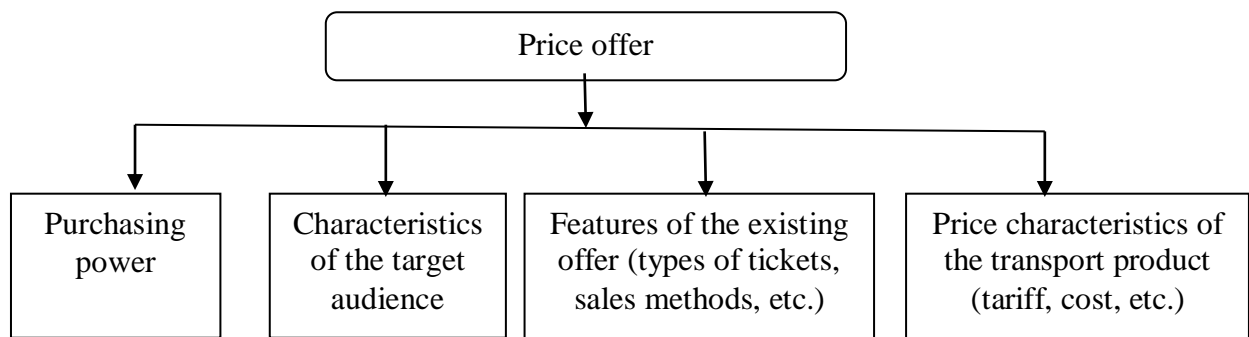


Figure 1: the population, passenger preferences

An analysis of the foreign experience of railway passenger companies shows that the key to their success is the creation of an effective management system focused on satisfying transportation needs in specific market segments, improving the quality of passenger service, and applying a flexible tariff policy.

Air Transport.

The main task of the air transport marketing management is to develop a strategy and tactics for the airline's behavior in the air transport market, taking into account its goals, financial and technical capabilities. The marketing management department is the main department that determines the marketing activities of the airline. It consists of several groups.

The planning group is responsible for drawing up marketing plans based on proposals from other groups. The marketing plan reflects the characteristics of the main strategic goals of the airline, data on forecasting the development of regional markets, marketing strategies for each region, tariff policy, sales plans for regions and airlines, action plans to improve the quality of service, tactical measures plan, recommendations for sales promotion and advertising work (sent to the advertising department), a description of the procedures for monitoring the effectiveness of marketing activities.

The ARS group (Automated Reservation System) is developing the main directions for the development of the system. According to these systems, the time for booking a ticket on any route is reduced several times. The ticket reservation system is connected with the hotel reservation system, which is also very convenient for passengers.

The market development group is a unit that receives information about regional markets abroad and about the air transport market. Market research has received much attention. Questioning of passengers on board the aircraft on elective flights, by telephone, in agencies, on the street, etc. is actively used.

The generalized results of market research are the basis for predicting the demand for air travel and developing marketing strategies and tactics.

A service group on board an aircraft develops recommendations for improving service on board an aircraft. The passenger service department consists of two groups: the legal group is responsible for the development of passenger insurance rules, the conditions for using air tickets and other legal issues, and the transport service group is responsible for developing new non-standard service rules on board the aircraft, which are then transferred to the passenger service training group.

The information group collects and issues information to passengers about the different countries and cities where flights are operated: this is a concert program, theater repertoire, festivals, national holidays, etc.

The characteristic of marketing organization in an airline will be far from complete, not to mention marketing planning – one of its most important components.

As a rule, a basic long-term strategy becomes the basis for developing a long-term airline plan. This plan, due to the uncertainty of the impact of many market factors, is usually not detailed in detail. Planning is carried out interactively based on the interaction of the leaders of the upper and lower levels of management, the proposals of which are adjusted based on the results of studies of individual issues within their competence. This is done in order to take into account as many different factors as possible, since only top-down planning can lead to underestimation of a number of specific production factors, and bottom-up planning often does not take into

account the prospects for the development of the enterprise as a whole and the tasks that the airline faces the market.

The planning of the airline's activities is based on the forecast of market development, which is conducted in the long, medium and short term. Long-term forecasting allows us to select the optimal one for the airline from the identified set of alternatives for the possible development of the situation, taking into account its production and technical capabilities and the availability of resources.

At the same time, an opportunity is provided in case of an unfavorable situation to reorient the airline's activities from the main strategic plan to the backup one.

III. RESULT AND DISCUSSIONS

Passengers will choose the product that they consider the best. An important marketing tool today should be a soft dialogue with the client, helping to improve the image of each carrier company. In order to give the dialogue "humanity", it is advisable to conduct it targetedly, establishing direct contact with each passenger. This is necessary in order to make information individualized, narrowly focused and effective. The dialogue should be based on the individual needs of the passenger in choosing, for example, a bus route or a geographical area, such as fare collection, etc. This should be notified to direct customers by e-mail, mobile phone or regular letter.

The program can be supplemented by club activities (for example, by providing inexpensive tickets to theaters, museums, etc.) in the personal interests of the client. The idea of the relationship program is that the client should feel that they are understood, respected and taken care of in the public transport company, thus improving his attitude to the company.

Relationship marketing is one of the tools of the "marketing basket". However, marketing should also focus on improving dialogue with front-line personnel (drivers, customer service, etc.). A systematic and detailed knowledge of customer needs and changes in the market makes marketing an effective tool for changing the culture of relationships in the company as a whole.

Qualitatively new marketing opportunities open up when creating public associations in large cities, urban agglomerations and megalopolises. Such associations extend their activities not only to the territory of the city, but also to neighboring (suburban) territories, strive to follow the interests of the economy and the population, which everywhere go beyond the boundaries of urban areas. In Germany, for example, regional transport networks, in particular, railway transport, were combined with the transport networks of urban transport companies. At the same time, unified fare payment systems were created, timetables of various vehicles were coordinated, and transfer points were well planned. These measures have improved transport links between different regions and central regions. Thus, previously existing restrictions on regional services were overcome, and the development of transport systems of cities and their suburbs, usually well connected by railways and highways, is now carried out in a complex.[6]

Currently, it is generally accepted that a car is the best means of transport in the absence of traffic jams. In most cases, public transport cannot offer services of the same quality. The advantage of public transport is that it is able to solve the problems of mass transportation. This advantage determines the role of public transport, which, thanks to a coordinated railway and road network in the field of planning, scheduling, tariffs, communications and information, is able to provide continuous transport services for passengers from the pick-up point without delays and problems to the place closest to the destination. The associations of passenger transport,

ensuring the continuity of the transport process, allow reducing transport costs and improving public services at no additional cost. Moreover, each type of transport more fully realizes its capabilities:

- The maximum possible number of passengers gets the opportunity to use railways as the main mode of transport;
- Buses are used as a means of delivering passengers to and from railway stations, organizing the delivery of the maximum possible number of passengers to their destinations;
- Passenger transplantation is organized as close to trains as possible, reducing the time spent on transplantation;
- Encouraging intermodal transport such as “private car - public transport”, “bicycle - public transport”, “taxi - public transport” as the best combinations of individual and public transport.

The main attraction of coordinated transport systems is the unification of fares, which allows you to use the services of different companies for one ticket, as well as in unified ticket sales devices. To provide passengers with the maximum possible comfort in using public transport, zone-based fare systems are introduced and seasonal tickets are encouraged. At the same time, the availability of seasonal tickets is widely available, which increasingly increases the demand for transportation.

Joint transport systems enable public transport to increase its competitiveness. At the same time, despite the increase in the number of private cars, public transport retains its market share. In some cases, the number of passengers using public transport even increases.[7]

As the experience of Germany, for example, shows, in Munich the volume of passenger traffic during the first year of activity has increased markedly, and over 10 years the growth was 33%. In Stuttgart, passenger traffic increased by 16%. These data illustrate the high efficiency of transport associations, including networks of high-speed lines of urban railways.

In Nuremberg, the combined fare system has increased the number of passengers using a transfer at the main transfer station between the suburban railway and the underground by 27%. In Hamburg, passenger traffic by the regional railway network increased by 75%. These examples show the effectiveness of combining suburban railways with the urban transport network to better serve passengers and make better use of existing transportation facilities.[8]

The principles of marketing management in railway passenger companies depend on the characteristics of the national economies of foreign countries, forms of ownership, as well as the general management system of these companies.

Thus, in Japan, the functioning of passenger rail transport is characterized by the fact that a freight railway company leases lines from passenger rail companies. Like all the country's rail transport, the group of Japanese railways is primarily focused on passenger transportation. An important place in them is occupied by the high-speed Shinkansen network - the first high-speed railway system in the world. The share of Shinkansen lines in the income received by leading railway companies is 80–90% for the Central Japan Railway and about 40% for the Western Japan Railway. To increase the competitiveness and efficiency of passenger service, private railway companies apply a comprehensive marketing impact, which allows expanding the range of consumers of transport services and improving the quality of service. For this, a number of organizational and technical measures have been taken aimed at modernizing and updating rolling stock, automating the reservation and sale of seats in passenger trains, developing a more convenient schedule for the movement of long-distance and

suburban trains. In addition, railway companies are actively promoting services that are not directly related to passenger transportation or are an integral part of the transport sector (trade, tourism).[3]

This approach allowed railway companies to do without government subsidies and make a profit. It was possible to overcome the downward trend in the share of railway transport in the national transport services market. Railway companies were able to abandon the practice of regular tariff increases and apply flexible price regulation, aimed at target groups of consumers of transport services. Because of successful results of activities, almost all the prerequisites for the emergence of labor conflicts and strikes have been eliminated.

The focus on obtaining final results is the most important planning requirement, but the airline's plans themselves are constantly being adjusted based on an analysis of its performance. Feedback management is cyclical. Based on the information received on the state of production and commercial activities, market conditions, and the state of the external environment, a long-term plan is being adjusted, the airline's goals are clarified, many tactical decisions are made to strengthen the market position, short-term plans are developed to achieve final practical results.[4]

Marketing planning is one of the components of the airline business planning process. It is carried out in four main directions of planning: tariff policy, sales, service and sales promotion measures. The main objective of marketing planning is to develop strategies and tactics for airline performance in each region where it operates.

The marketing plan includes several sections: the results of market research, the goals system and strategy of the airline, marketing goals and strategies for each region, sales plans, advertising events, the development of tariff policies and service systems.

The first section of the plan provides an analysis of the environment (the dynamics of market-forming factors, the activities of government organizations, competing airlines and agents of the company itself, an analysis of the needs of major consumer groups); analysis of the activities of the company itself (marketing organization in the management structure of the company, the availability of an effective information system, etc.); analysis of the previous marketing strategy (how much it contributed to achieving the goals of the company, what resources were allocated for this, what were the expenses of the airline, what is the result of its activities, etc.).[5]

Further, the plan reflects the system of goals and the general strategy of the airline's activities, developed at the highest level of management. Depending on available resources, a system of marketing goals and strategies (sales, advertising activities of the company, etc.) is formed in each region.

The sales plan indicates how the sale of air transportation will be organized: through agents, at the airline's office, at its own points of sale, which quotas for seats will be allocated for each sales point, etc.

The tariff policy reflects the main points of using various types of tariffs, providing discounts and benefits to certain categories of passengers, depending on the season and type of transportation.

The action plan to improve the service includes the introduction of new types of services at the airport and on board the aircraft for passengers of various classes, the organization of additional services (car rental, sale of souvenirs, hotel reservations, etc.).

The action plan for sales promotion indicates the forms and methods of conducting an advertising campaign, methods of motivating the activities of company agents, participation in various business meetings, sponsorship, etc.

The marketing plan also contains recommendations on drawing up an effective schedule (airline network, number of flights, their frequency, distribution of aircraft by airline, etc.).

The final stage of marketing planning is the development of a control system, including control of sales and profitability of the airline, analysis of the effectiveness of marketing activities in the main areas of activity, as well as a marketing control system that contains information on how the company's results correspond to its intended goals and plans. The results assess the company's position in the air transportation market.

IV. CONCLUSION

The suburban railway network cannot realize its potential without cooperation with public transport. At the same time, it should be noted that transport associations are not able to solve all the problems facing public transport. This is especially true of financial issues. In some cases, the creation of a transport association even exacerbates financial problems. The effect of associations, however, is so significant that their creation is advisable in all major cities of the country.

Marketing research at the enterprise is mainly aimed at improving the quality of public services for passenger transport.

Each passenger transport company has two main tasks:

- improving the quality of passenger service;
- increasing the efficiency of the use of rolling stock.

The quality of passenger service depends on the organization of the transport process, design features and technical condition of the used rolling stock and track, development of the route network and other factors.

To assess the quality of passenger service, two main criteria are crucial: safety (reliability) and travel time (timeliness).

The concept of simple, complex and integral quality can be applied to passenger traffic.

The simple quality of passenger transportation is characterized by one significant natural property (indicator) of their use value, for example, the speed (time) of movement of passengers or the level of comfort (convenience) when serving them along the route and at stations.

Complex quality is characterized by all the basic natural properties (indicators) of their use value: safety, speed (time) of movement, level of service along the route and at stations, etc.

The integral quality of passenger transportation is characterized not only by the above-mentioned in-kind indicators of their use value, but also by the indicators of costs (operational, capital or reduced) for their implementation.

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