

## Using of Marketing Activities in Public Transport

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**Abstract:** This article gives an analysis of marketing activities in public transport. Marketing research in public transport is a system of measures to collect, collect, analyze and reflect data to address tactical and strategic challenges related to the current and future state of public transport services.

**Keywords:** marketing, public transport, strategy, software, transport

### INTRODUCTION

The public transport sector mainly includes companies, institutions, corporations and agencies operating in regional and local passenger transport systems with regular routes and schedules. Because the important city infrastructure serves and assists most of the people living there, the city's public transportation system includes public buses, electric buses, subways, taxis, cars, and other public transportation.

The function of public transport reflects its important position in a complex transport network. By reducing the density and pollution of public transport, public transport has the potential to provide citizens with low-cost and safe traffic, a healthy environment and strong subways.

As the city's population and economy grow, so does the demand for public transportation services, and at a very rapid rate, statistically 4 percent per year. The global transportation services industry plays an important role in the global economy, with all types of businesses dependent on transportation services to distribute their products and supply raw materials. Information and communication technologies are expected to make significant contributions in the coming years and continue to prove the key to industry performance. All companies in the transportation industry compete based on efficiency and reliability, the main problems of customers remain timely delivery and delivery. The main priorities of transport services, which are expected to remain competitive, are safety, reliability, customer care and speed of movement. On average, wage revenue by the city's major transportation systems accounts for one-third of the need for expenditure, so much of the expenditure is covered by public sector subsidies.

### RESEARCH

In most foreign countries, public transport is a key pillar of economic development. Examples include Singapore, Hong Kong, Paris, Moscow, Seoul, Madrid and a number of other countries.

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There are high barriers to entry into the public transport sector. State and local governments are responsible for maintaining public transportation systems. Almost all services in the system are government-owned, although in some cases governments may offer services to the private sector, outsourcing is now minimal. The huge demand for public transport over the past five years has been driven by rising fuel prices and the relocation of more people from rural areas to urban centers, forcing more people to switch from public transport to cheaper public transport. It also allowed for the expansion of energy-saving transportation services at the expense of government funds. Over the next five years, growth is expected to improve as more public transport expansion programs are introduced. Given the huge challenges facing the industry, the urban public transport movement, the pursuit of a better future, the new paradigm, the government decided to abandon the monopoly and reform public transport state enterprises and invited local and foreign investors to join the franchise operation. The public transport industry around the world is using various marketing research on the eve of a much-needed change.

Due to long-term investment, the development of most urban public transport systems has failed to meet the demand of urban residents in many countries, especially in some major metros. There are resource constraints for public transport systems, which have recently become dependent on strict guidelines such as railway lines.

It is well known that the crisis in public transport is usually caused by poor service, poor management in bus companies.

Leading companies conducting major marketing research in the field of public transport include McKensey, PwC, dArthur little, GIRO, INIT, IVU, Prodata Mobility Systems, Digigroup, GMV, Goal Systems, Grupo Etra, Indra, Cosmatis, Link Technologies and Consat.

Planned marketing research to identify competitive advantages, reduce financial and commercial risks of the business, determine the attitude of consumers to the service provided, evaluate the strategic and tactical activities of the transport company, increase the efficiency of the communications market, and identify optimal segments of transport services and their characteristics.

Marketing research is characterized by the quality of public transport and other transport-related services, taking into account the strong competitive environment. The process of urbanization, the growth of passenger traffic, contributes to the dynamics of growth of the identified tasks in the market of transport services. It is also reflected in the introduction of modern information technologies in public transport, which can be seen in the ATTO payment card in Tashkent.

Marketing activities in public transport are aimed at meeting the needs of consumers, improving the quality of services, increasing the profitability of transport enterprises, and the emphasis is on advertising to influence consumers. Elements of digital marketing and social media marketing play a key role in shaping an enterprise image.

Creating a website for transport companies, installing modern payment programs, advertising booklets, television and radio, participation in charitable activities are the basis for increasing the company's profits and maintaining its position in a competitive environment. In general, relying on objective and subjective information in conducting an effective marketing policy can increase an enterprise's profits.

Marketing research in enterprises is carried out in a planned and unscheduled manner. The planned activities reflect a set of marketing research aimed at obtaining a standardized volume of several parameters necessary for making tactical and strategic decisions in the transport services market. The

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planned research is the daily basis of marketing department work or enterprise marketing research, based on traditional methods of marketing research, carried out according to a specific schedule and clearly defined tasks [1].

Other research is usually conducted to address recurring problems associated with unexpected problems in the operation of transport enterprises [2].

This study provides a broad review of customer groups and their needs in public transport and other comparable sectors.

Monitoring can be done in many ways, both formally and informally. It is possible to use a complex information marketing system using a more traditional system of managing the company's finances [3].

### CANVAS business model of public transport of Jizzakh region

		<i>For whom:</i>	<i>Done:</i>	<i>Date:</i>	<i>Version:</i>
<b>Business Model Canvas</b>		<b>Jizzakh city</b>	<b>Temur Berdiyev</b>	<b>24.05.2021</b>	<b>1</b>
<b>Key partners</b>	<b>Basic functions</b>	<b>Value proposition</b>	<b>With customers relationship</b>	<b>Customer segments</b>	
<ul style="list-style-type: none"> <li>•Department of Transportation</li> <li>•Service enterprises</li> <li>•Bus</li> <li>•Timur way</li> <li>•Taxi</li> <li>•Rent</li> <li>•Trade in</li> <li>•Bicycle</li> <li>•Providers</li> <li>•Transportation of cars</li> <li>•Coach</li> <li>•Regional authority</li> <li>•Airlines</li> <li>•Carriers</li> <li>•Individuals</li> <li>•Car manufacturers</li> <li>•Parking lots »</li> <li>•Research organizations</li> <li>•Infrastructure suppliers</li> <li>•Financial</li> </ul>	<ul style="list-style-type: none"> <li>•Service development and provision</li> <li>•Waiting room</li> <li>•Travel planning</li> <li>•Ticketing</li> <li>•Payment</li> <li>•Customer support / service</li> <li>•Marketing</li> <li>•Gather customer feedback</li> <li>•Providing information to officials</li> <li>• Processing of demand data</li> </ul>	<ul style="list-style-type: none"> <li>•Combining public / private transport and infrastructure under a single platform to cover the following types of travel:</li> <li>•suburbs</li> <li>•City</li> <li>•Long-distance travel</li> <li>•Single booking, tickets and payment</li> <li>•Convenience</li> <li>•Private access has been improved</li> <li>•Flexible mobility</li> <li>•Sustainable mobility</li> <li>•Cost-effective mobility options</li> <li>•Personalization</li> <li>•Growth of</li> </ul>	<ul style="list-style-type: none"> <li>• Personal assistance</li> <li>• Automated services</li> <li>• Communities</li> <li>• Loyalty programs</li> <li>• Co-creation</li> </ul>	<ul style="list-style-type: none"> <li>•individuals / private users</li> <li>•Switches</li> <li>•Indigenous people</li> <li>•Tourists</li> <li>•Young</li> <li>•The elderly</li> <li>•Families</li> <li>•Students</li> <li>•Corporate users (companies, etc.)</li> <li>•Authority *</li> <li>• Politicians</li> </ul>	
	<b>Basic resources</b>		<b>Channels</b>		
	<ul style="list-style-type: none"> <li>•Physical and technological resources</li> <li>•Human resources (engineers, IT specialists, analysts)</li> </ul>		<ul style="list-style-type: none"> <li>•Websites</li> <li>• Smartphone applications</li> <li>•Internet</li> <li>•Social network</li> <li>•Media</li> <li>•Local community</li> </ul>		

transactions •ATTO/Credit Card Companies •Insurance companies • Event and entertainment services		market share • Social benefits	groups •Brokers •Advertising •Tour operators •Hotels •Airlines	
<b>Cost structure</b>		<b>Income flows</b>		
✓ Operating expenses ✓ Depreciation of investment value ✓ Marketing and advertising ✓ Website, software, information system maintenance #Insurer costs ✓ Legal costs ✓ Investment costs ✓ Develop and promote platforms and applications ✓ Brand creation ✓ Service charge ✓ Customer service and support ➤ Data security and privacy costs	✓ Ticket sales commission: ✓ Subscription packages ✓ Pay when you go ✓ Advertising ✓ Government subsidy ➤ Commission from non-mobile service providers			
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**Table 1** shows the CANVAS business model of public transport in the Jizzakh region, which is one of the most effective business models for marketing research.

Passengers use public transport to meet their needs and engage in any activity based on a specific need for movement. Public transport is an integrator of any type of passenger activity.

The demand of the population for public transport is influenced by various factors. While some factors are related to socio-economic laws, others affect passenger turnover and volume.

The degree of influence of different factors on the formation of transport needs of the population is different. The impact of factors is quantitatively and qualitatively determined E.P. Volodin and N.N. In his work, Gromov "considered a set of general factors influencing the formation of the need for transport, and divided them into four groups according to the following criteria [4]:

1. socio-economic processes;
2. territorial division;
3. organizational issues;
4. Natural and climatic conditions.

If we study the bus routes, bus stops, transport hubs, bus fleet, enterprise strategy, the process of improving passenger transport and management in the Jizzakh region, we can note that the following factors affect the growth of transport mobility:

Increase in private cars, level of urbanization, population growth, construction of new towns and villages, population grouping, optimization of roads, railways, water connections, number of tourism and cultural trips, population, industrial development, geographical location, recreation locations and weather conditions; population density, age structure, working hours, location of administrative centers, taxis, hospitals, schools, universities; car rental; ticket rates; cultural level of the population etc.

The movement of the population is a human factor, and planning their movement is complex and difficult to find a solution to the problem. Demand and supply for passenger transport is a very complex socio-economic process that requires research and a comprehensive approach using marketing tools.

Even though that in practice public transport is controlled, the marketing mix in the transport enterprise is aimed at finding out whether the mix is not fully compatible with market conditions and other factors. In conducting marketing research, it is understood that the right decision is made by the investor to invest in automobiles, air, rail and other vehicles to make the right decision, taking into account the external environment of the enterprise.

In conducting marketing research, the marketing system is formed by identifying the current activities of the enterprise, collecting reliable data, gaining information about competitors, timely management and control, identifying the strengths and weaknesses of the enterprise.

The following principles can be defined as research problems by defining the purpose of the research:

1. Identify the status of the research object and trends that contribute to its development:

- ✓ the study of information about passengers, bus companies and their needs;
- ✓ study the trends of changes in supply and demand of consumers and customers;
- ✓ identification of low quality of service;
- ✓ Determining the market share of the enterprise;
- ✓ identification of consumers of public transport;
- ✓ study the characteristics of individual customers;
- ✓ Analysis of competitors' activities;
- ✓ SWOT analysis of competitors;
- ✓ a collection of information on the types, tariffs and quality of services of competing enterprises;
- ✓ Cooperation with various aggregators.

2. Target identification, the exact operation of the transport enterprise. You need to choose the customer segments and the service that the transportation company wants to provide.

The goal of marketing research is to narrow the area of uncertainty in which a business manager operates and reduce the likelihood of making a decision error by providing accurate information.

The complex of marketing research for the public transport enterprise includes:

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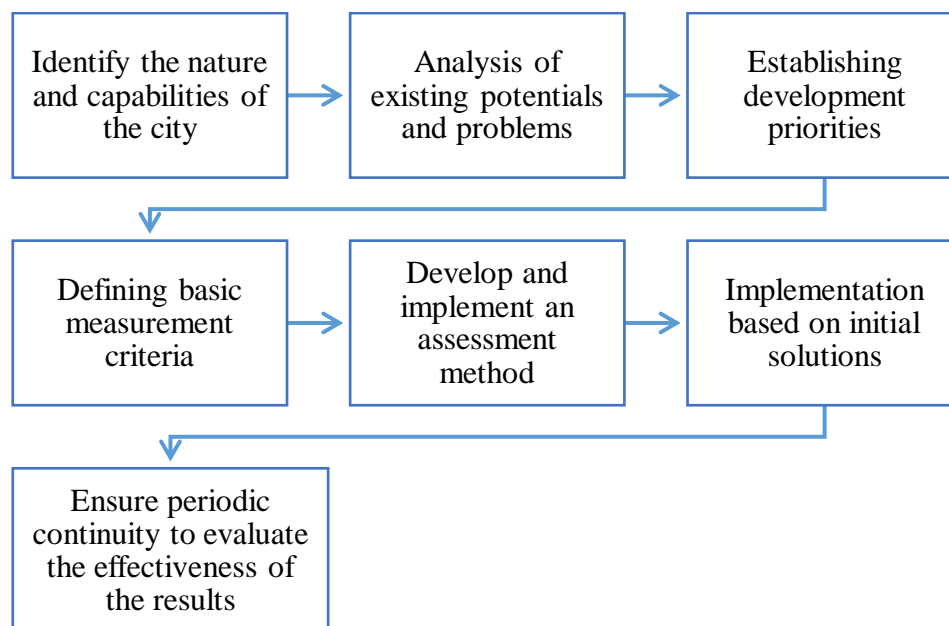
1. setting goals and objectives expressed through the marketing information system;
2. methodology for collecting preliminary data on the activities of public transport enterprises;
3. Methodology for developing and summarizing management decisions based on primary data from marketing research.

In any developed city, a complex of various marketing research on the development of public transport has been introduced, based on the strategy of cities. There are two ways to develop a marketing mix, focusing on whether public transport operates in public or private form. Enterprises in Tashkent are attached to Toshshahartrans, while transport enterprises in Jizzakh are privately owned.

All elements of a marketing research complex are largely dependent on the composition of consumers and clients. It is worth noting the needs of the following marketing information system of the transport enterprise:

1. advantage of the transport company;
2. utility service of the transport company;
3. security of the transport company;
4. information on consumer preferences in transport services;
5. Information on the satisfaction of consumers of transport services by various criteria as a basis for additional profitability of the enterprise [5].

The overall set of marketing research that meets the information needs presented in Figure 2 is shown graphically.



**2- Fig. The sequence of marketing research in the traffic flow**

The sequence of marketing research shown in Figure 2 continues from the 7-block city feature to the evaluation of the effectiveness of the results. The indicators in Figure 2 show information links in various marketing research and analysis blocks aimed at meeting its specific information needs. The



picture sequence above shows that in a marketing information system, the primary task is to identify the characteristics and capabilities of the city, analyze the problems, set directions, define criteria, and ultimately ensure effective coherence of results.

## CONCLUSIONS

As a result of the marketing complex of public transport services, from fast delivery, payments and convenience, transport services, recruitment services and more are being implemented.

- 1) In the field of ICT, measures are being taken to provide information from the spreadsheet, such as route search services, electronic booking / WEB creation systems and online broadcasting guidelines.
- 2) The main purpose of providing the information is to use "customer satisfaction" as an index by improving user convenience
- 3) There is a correlation between the level of instruction data and the frequency of use in the field of mobility management.
- 4) In recent years, with the proliferation of smartphones, improved route search and map service, more convenient applications for 'customers' have been implemented. With the development of ICT technology and business, new transportation services such as travel sharing and other types of car transportation services will emerge due to the changing economy
- 5) Forecasts of traditional transport requirements are "generalized" in large-scale (mass) models
- 6) In the field of public transport, there are marketing methods and demand forecasting methods in transport economics and civil engineering planning and mobility management in terms of services. There is a guide to the analysis of travel costs issued by the Ministry of Land, Infrastructure, Transport and Tourism as a model of the general demand forecast for transportation. It is also an increase / decrease in population, taking into account the potential demands of users.

The following 11 steps should be considered when developing a marketing research plan.

### 1. Identify the need for marketing research

If you do not need marketing research:

- ✓ If the data is already available,
- ✓ The timing of marketing research is wrong
- ✓ If the cost is higher than the cost of marketing research,

### 2. Identify the problem

Identify a problem statement that gives a brief description of the problem

3. Defining research objectives. Research objectives tell the researcher exactly what information needs to be collected and analyzed, allowing managers to make decisions related to the problem. They need to be precise and dimensional.

### 4. Define the research design

Research designs represent the research method used to achieve a goal:

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- ✓ Informal research is conducted to learn more about the research problem, to study the terms and definitions, or to identify priorities.
- ✓ Research describing the events of interest (awareness, intention, level of satisfaction).
- ✓ Cause-determine what factors caused the incident (experiments)

#### 5. Identify types and sources of information

- ✓ Initial data: collected specifically to solve the problem
- ✓ Secondary data: data already collected (always search first)

#### 6. Identify ways to access data

It can be found on the internet, through surveys, or when tracking customers

#### 7. Designing data collection forms

Questionnaires and focus group guides should be formatted correctly,

#### 8. Determine the sample plan and size

- ✓ The population is a whole group, and the researcher wants to draw conclusions based on the selected data
- ✓ Sample is a part of the population
- ✓ Sample plans describe how each element or unit is derived from the general population
- ✓ Sample size

#### 9. Data collection

Field research is the gathering of data, the compilation of people (taking control and minimizing the opportunity).

- ✓ Affirmation: 10% of all respondents in a marketing survey were randomly selected, re-linked, and asked if they participated in the survey.

#### 10. Data analysis

Data analysis using STATA or SPSS is the use of statistical tools to present data in a form that meets research objectives.

#### 11. Prepare and submit a final research report

Clear delivery of research results to the client

The effectiveness of research is largely determined by the goals of the research and the tasks to be solved by paying close attention to each element in its implementation.

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