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MARKETING RESEARCH AT PUBLIC TRANSPORT ENTERPRISES

©*Yuldasheva S., Ph.D., Tashkent State Transport University,
Tashkent, Uzbekistan, yuldashevasaodat64@gmail.com*

МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ НА ПРЕДПРИЯТИЯХ ОБЩЕСТВЕННОГО ТРАНСПОРТА

©*Юлдашева С. А., канд. экон. наук, Ташкентский государственный транспортный
университет, г. Ташкент, Узбекистан, yuldashevasaodat64@gmail.com*

Abstract. This article discusses the strategic goal of the functioning and development of the transport system of Uzbekistan, studied the transport systems of cities with developed public transport in 2022, and, based on marketing research, substantiated recommendations for the development of urban public transport, increasing the number of its users and providing quality services.

Аннотация. Рассмотрена стратегическая цель функционирования и развития транспортной системы Узбекистана, изучены транспортные системы городов с развитым общественным транспортом в 2022 году и на основе маркетинговых исследований обоснованы рекомендации для развития городского общественного транспорта, увеличения числа его пользователей и предоставления качественных услуг.

Keywords: public transport, marketing, Uzbekistan.

Ключевые слова: общественный транспорт, маркетинг, Узбекистан.

As the urban population and the country's economy are growing, the demand for public transport services is increasing day by day. Car emissions are one of the processes that lead to the emergence of today's global problems, such as environmental pollution, global warming, and respiratory diseases. As a result of burning different fuels, various combustion emissions are released. Such waste has a great impact on human health and the environment. The main factors that ensure the occurrence of such situations in cities are the result of the large number of private cars and the lack of quality service of public transport. The increase in the number of private cars causes traffic jams in the city and the increase in fuel consumption of cars standing in traffic, which leads to an increase in exhaust gas emitted from cars. Lack of trust in public transport, lack of punctuality, frequent traffic jams, and other similar reasons lead to increased demand for private cars.

2019 by the President of the Republic of Uzbekistan in order to develop the city public transport service and increase the efficiency of transport enterprises PQ-4230 dated March 6, 2021 "On measures to fundamentally improve the cargo and passenger transportation system", PQ-5108 dated May 7, 2021 "On measures to further simplify the regulation of passenger transportation activities in road transport" Decree No. PQ-111 of February "On additional measures to further develop the Tashkent city public transport system" and Decree No. PF-5647 of February 1, 2019 "On measures to fundamentally improve the public administration system in the field of transport"

and Uzbekistan No. 738 of the Cabinet of Ministers of the Republic of December 6, 2021 "On measures for the electronic organization of open tenders for passenger transport routes in automobile transport ", No. 630 of October 8, 2021 "On measures to further improve public transport activities in the regions ", September 16, 2022 "The right to free travel in city passenger transport to certain categories of citizens We can see the decisions No. 507 "On approval of the administrative regulation of the provision of public services in connection with the issuance of preferential transport cards".

Analysis of literature on the topic. We can see in several local and international academic works on the development of strategies for the development of marketing research in urban public transport. Among the local scientists, M. N. Irisbekova's optimization of the market of transport services based on marketing principles, B. I. Abdullaev's improvement of quality indicators of transport service in city bus routes, A. J. Kakhkhorov's improvement of innovative marketing activities in the road transport system of Uzbekistan, Berdiyrov T.A., who conducted marketing research in public transport in their scientific work, such as improving the use of marketing research in public transport activities .

From foreign scientists, N. V. Karelin's formation of a marketing complex for urban passenger transportation based on an innovative approach, A. I. Tsybul'sky's regulation of urban passenger transport as a socio-economic system, D. A. Martynov's regulation of the quality of public service by bus transport in the region, D. N. Nesterenko's method of increasing the private transport of urban passengers and the basic structure of the transport network, A. R. Methods of improving the quality of public transport, marketing research, and scientific approaches such as determining the flow of traffic were also studied in Rakhmatullina's scientific work Methodological provisions for improving the quality of urban public transport services.

Research methodology. Widely used in marketing activities, the method of exploratory research is used for the generation of ideas and the collection of preliminary information, the generation of hypotheses and the study of problems in depth.

Analysis and results. The main socio-economic goal of the development of public transport is to meet the growing needs of cities in the service market for the quality and volume of transport services. The public transport service is constantly regulated by the state and several measures, road maps and strategies are developed to improve the quality of the transport service. Transport, along with other infrastructure sectors, is an important means of achieving social, economic, foreign political goals, and provides the basic conditions of society's life. Transport is not only an industry that moves goods and people, but primarily an intersectoral system that changes the conditions of life and management. The initiated reforms will significantly change the working conditions of transport and the nature of demand for transport services. The strategic goal of the operation and development of the transport system of our country is to ensure economic growth through transport and to improve the quality of life of the current and future generations of the population and determine other important national interests of the country.

Public transport is the most important element of the transport system, providing daily transport for two-thirds of the city's population. Public passenger transport provides more than 85% of the population's business and domestic trips in urban and suburban connections and is an important part of urban infrastructure [1].

On the website of the World Economic Forum for Public Transport (www.weforum.org), according to the results of the 2022 analysis, the cities with the most developed public transport in the world were announced. During the study, the transport systems of 60 major cities of the world were studied. In this, criteria such as the availability of public transport, stops, stations, as well as railway infrastructure for city trams were taken into account. According to these studies, the best

public transport network in the world is in Hong Kong, with a score of 77 percent out of 100. Stockholm took the second place, and Zurich took the third place. Riyadh (57th place), Nairobi (59th place) and Jeddah (60th place) are at the bottom of the ranking.



Figure. Top 10 cities with developed public transport in 2022

1. *Hong Kong*. Public transportation in Hong Kong is diverse (land, underground, and water), easy to use, and ubiquitous. We can see that everywhere there is a parking place for pedestrians of any type of transport: metro, intercity and intercity trains, buses, ferries (between the city island and the mainland and neighboring islands), trams. Each public transport station and subway station has information about fares for crossing routes. Fares are determined based on distance, carrier and convenience of transportation. There are three types of payment for public transport:

1. One-time tickets can be purchased at all ticket offices and vending machines serving passengers;

2. Cash given to the driver is a non-refundable fixed amount;

3. Payment with Octopus card

The payment system is implemented at the exit and during the descent. When exiting and disembarking, the ticket is passed through the turnstile and thus the payment is made.

Octopus card is a contactless plastic card that can be used to pay fares in all types of transport, including taxis (if it is a special reader) and even in some stores (7- Eleven or Circle K), can be used to pay for small purchases in pharmacies, museums, cinemas, fast food restaurants, parking lots, etc. In addition, there are often promotions where Octopus cardholders can also get a 50% discount on their return within the same day. Octopus card can be purchased at all ticket offices serving passengers. The adult card costs \$18,966 (\$12,644 is the amount you can spend and \$6,322 is the deposit). Upon return of the card, you will be refunded the unused balance and deposit minus \$1,137. Card for children from 3 to 11 years old and over 65 years old - \$8,850 (including \$6,322 deposit). Traveling without a ticket or losing a ticket on the Hong Kong subway will result in a fine of \$63. Therefore, always keep your ticket until the end of the journey [2].

2. *Stockholm*. It is the most conveniently developed transport system in Europe. All public transport in the city is buses, subways, trams and suburban trains in Storstockholms Lokaltrafik is managed by the state company. Public transport in Stockholm runs on a fixed schedule.

Discounted tickets are available for children and youth between the ages of 6 and 20, as well as those over 65. In order to purchase a discount ticket for public transport, you must have a proof of entitlement to benefits. Children under the age of 6 are not allowed to ride in the vehicle without

an adult. If a passenger is over 18 years of age, he has the right to carry up to 6 children under the age of 12 free of charge on his ticket or travel pass, starting from noon on Fridays and during weekends. This rule applies on public holidays and the following times: from midnight on the eve of public holidays to midnight on the day off; The day before the feast of St. John and from noon to midnight on the feast itself; December 23 midnight to January 6. Tariffs for buying tickets in 2023: \$26.4 — total; \$17.6 — preferential. Through the mobile application: \$19.1 — total; \$12.7 — preferential. The ticket is valid for 75 minutes and is valid from the time of purchase [3].

SL Access - card / SL Access card is a universal way to pay for travel in Stockholm transport. The card itself costs \$9.8, but it can be topped up later. The validity of the card is up to 6 years. The card can be purchased at ticket offices, SL vending machines and mobile application. There you can top up your account and check your balance [3].

3. *Zurich*. Local governments have tried to make urban transport in Zurich as environmentally friendly as possible, so mainly trolleybuses and trams operate in the city center. Bus routes in this Swiss city run through the suburbs as well as the suburbs. Transportation in Zurich can be divided into the following types: traditional (buses, trolleybuses, trams); unconventional (funiculars and S - Bahn trains).

There is no subway in Zurich. Instead, S - Bahn trains run through the city, which are a kind of hybrid of tram and subway trains. In the center of Zurich, these trains run underground, which makes them similar to subway trains. Leaving the city, they become intercity trains. Zurich has twenty-six S - Bahn lines with a total length of 380 kilometers. S - Bahn city trains run between five and ten minutes during the day and between twenty and thirty minutes in the evening from five in the morning to midnight. Bus routes connect the center of Zurich with the suburbs. Buses in Zurich travel along specially designated lanes that allow them to easily avoid traffic jams. Day buses run from five in the morning to midnight, and night buses from midnight to four in the morning. Zurich's tram transport is also very popular for its smooth operation, quiet operation, punctuality and independence from traffic.

The following types of tickets can be used to travel on Zurich public transport: One-way — a simple one-way ticket valid for one hour and allowing you to use any public transport in Zurich. The price of such a ticket is 4.5 dollars, and 3.1 dollars for a child under the age of sixteen. Tageskarte — round-trip ticket valid for 24 hours. It costs \$9 for adults and \$6.20 for children. A nine-hour DayPass is a nine-hour ticket that costs \$27 for adults and \$13.50 for children. Tageswahlkarte — six-day ticket. The price of such a ticket for adults is 48.8 dollars, and for young people under 25 years it is 35.8 dollars [2].

Conclusions and suggestions

Different cities are distinguished by different types of public transport, methods of their use, payment systems. Urban congestion is one of the biggest problems facing developed countries. According to statistics, the total annual cost of congestion in Australian cities is \$12.9 billion. If transportation systems are not modernized in the near future, these costs could reach up to 20 billion dollars. Public transport significantly reduces the number of cars on the road. This means less pollution from vehicle emissions. Smoke produced by vehicles can cause respiratory diseases. Fewer cars on the road will reduce the chances of these dangerous diseases. A clean environment increases the standard of living and brings great benefits to the economy.

In order to develop urban public transport, increase the number of its users, and offer quality service, based on the opinions studied above, it is necessary to carry out the following activities: Increasing the number of modern (using environmentally friendly products) buses serving the city; Introduction of tram service in the city; Reducing traffic jams in public transport; Continual

standardization of public transport movement time (the time spent to get from point a to point b should always be the same); New payment systems should be put into practice; Introduction of the system of banning the parking of cars on the roadsides; Conducting marketing research among the city population to study the wishes of the population and develop a strategy for the development of public transport accordingly; Emphasis should be placed on the importance of mass media campaigns on the benefits of public transport and the extent to which private cars are harmful to urban populations.

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