

Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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INCREASING THE EFFECTIVENESS OF USING MARKETING TOOLS IN PUBLIC TRANSPORT



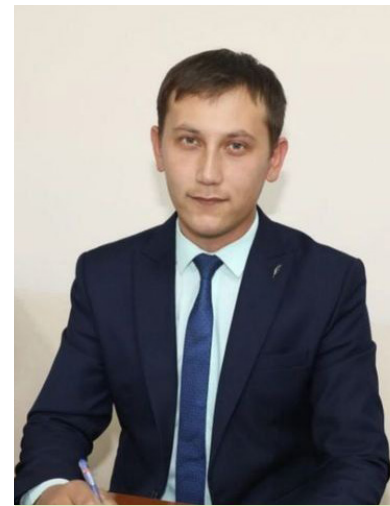
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Abstract: This study is focused on finding scientific solutions to issues such as increasing the attractiveness of public transport and ensuring its prioritization in urban settings by using marketing tools.

Key words: Transport, public transport, Latvian experience, link building, effectiveness, marketing, quality, advertising, infrastructure.

Annotatsiya: Jamoat transportining jozibadorligini oshirishda merketing vositalaridan foydalanish, shaharda jamoat transportining ustuvorligini ta'minlash kabi masalalarning ilmiy yechimini topishga yo'naltirilgan.

Kalit so'zlar: Transport, jamoat transporti, Latviya tajribasi, linkbeyting, samaradorlik, marketing, sifat, reklama, infratuzilma.

Аннотация: Данное исследование направлено на нахождение научных решений таких вопросов, как повышение привлекательности общественного транспорта и обеспечение его приоритетного статуса в городах с использованием маркетинговых инструментов.

Ключевые слова: Транспорт, общественный транспорт, Латвийский опыт, линкбилдинг, эффективность, маркетинг, качество, реклама, инфраструктура.



INTRODUCTION

Effective utilization of public transport in global practice is not only aimed at meeting the transportation needs of the population but also at addressing key issues in large metropolises such as safety, reducing traffic congestion, saving economic resources, minimizing environmental impact, and improving service quality. There is a particular focus on research regarding the application of marketing tools in these areas. Studies on improving payment systems, creating convenience for the population, implementing digital marketing systems, enhancing the attractiveness of transport, expanding access to transportation services, and utilizing marketing services to convey information about services to consumers are considered priority areas in this field of scientific research.

LITERATURE REVIEW

Numerous studies by foreign scholars have established scientific conclusions on the use of marketing tools in the transport services market. Specifically, research by F. Kotler, K. L.-Keller, D. Igan, N. K. Malhotra, D. Barnett, S. Moriarty, E. Dixit, H. Hirschgen, K. Lavik, J. Landrevi, J. Levy, D. Lindon, J. J. Lamben, and other foreign scholars have been studied.

In the CIS countries, the issues of using marketing concepts and strategies for the development of passenger transport services have been extensively discussed in the research of V. G. Galaburda, N. V. Karelin, A. Yu. Klinskova, S. M. Korenkova, D. A. Marinov, D. Kh. Nesterenko, A. R. Rakhmatulina, S. D. Fayzulloyeva, A. I. Sibulskiy, N. V. Yakunina, and others.

Research by Uzbek economists such as A. Sh. Bekmurodov, M. R. Boltaboyev, M. A. Ikramov, M. N. Irisbekova, M. B. Kalonov, N. M. Nabiyeva, Sh. J. Ergashkhodzhaeva, and others focuses on creating scientific and theoretical foundations for the development strategy of the services market and the use of innovative methods. Additionally, marketing issues related to the development of transport systems have been addressed in scientific work by B. I. Abdullayev, T. A. Berdiyev, M. M. Ziyaeva, A. A. Nazarov, Z. N. Rakhmatov, S. A. Salimov, G. A. Samatov, K. U. Uljaboev, S. A. Yuldasheva, A. J. Qahhorov, and Ya. K. Karriyeva.

Despite the scientific research conducted by national scholars, systematic research on the effective use of marketing tools in organizing urban public transport activities and increasing its attractiveness, as well as taking into account the development characteristics of passenger transport services, has not been sufficiently addressed. This situation serves as the basis for selecting the topic of this dissertation work and defining its objectives and goals.

RESEARCH METHODOLOGY

To address the issues posed in the scientific study, a set of theoretical and empirical methods of scientific knowledge was used, including: analysis and synthesis, comparison and generalization, abstraction, logical method, systemic and process approaches; technical-economic calculation methods, cost rate methods, as well as tabular and graphical methods for data study and interpretation.

ANALYSIS AND DISCUSSION OF RESULTS (MAIN SECTION)

Based on the analyses and results of marketing research conducted, it can be emphasized that the current state of public transport services provided to the population does not fully meet the requirements. For example, data obtained from a survey conducted via the Internet indicate that 60% of surveyed passengers feel that they are not receiving sufficient information about public transport, routes, service frequency, time intervals, waiting times, and so on, which reflects a diminishing trust in this mode of transport. Therefore, there is a need to introduce a new approach to marketing communications at the "Toshshahartransxizmat" joint-stock company in order to improve the quality and culture of services provided to passengers.

As noted in our research, marketing communications include not only traditional advertising, PR campaigns, direct customer impact, and various exhibitions and promotional materials, but also the establishment of feedback with different segments of the population. Indeed, with the increasing digitization process and the development of modern information and communication technologies, there is a growing need to use interactive marketing communications to influence passengers' perceptions and the decisions they make.

For example, the installation of Wi-Fi systems on buses in certain routes led to a 12% increase in passenger numbers. Additionally, revenue from internal and external advertising on buses and the metro accounted for 15% of the annual revenue of the "Toshshahartransxizmat" JSC¹.

¹ www.tashbus.uz



Also, Latvian experience emphasizes the effective use of internet and mobile marketing tools. Internet advertising provides passengers with information about changes and services in public transport. Its interactivity and evolving nature are crucial tools for communicating with consumers.

Latvia's experience shows that digital marketing and mobile apps play a significant role:

- Mobile Apps: "Rīgas Satiksme" offers real-time tracking, ticket purchasing, and route planning.
- Digital Displays: Information and advertising screens are used on transport vehicles and at stations.
- Information Stations: Provide information about routes, fares, and promotional campaigns.
- Environmental Initiatives: Promoting electric and hybrid vehicles and highlighting the ecological benefits of green marketing.
- Social Media: Platforms like Facebook and Instagram are used for advertising and engaging with passengers.

Recommendations: Extended Operating Hours: Increase the operating hours of public transport; route Allocation Contracts: Ensure that routes are covered by contracts, with compensation for taxi services; profitability Targets: Achieve profitability targets for different types of transport; free Transport for Pensioners: Implement free or subsidized transport fares for pensioners.

It is important to develop a model that includes concepts, strategies, and marketing tools to improve public transport. Effective feedback mechanisms should be established to meet passengers' needs and enhance the attractiveness of public transport.

The primary objectives of advertising should consider the following:

1. Identifying the need for goods and services, studying consumers and their market.
2. Strategic planning (setting objectives), defining market boundaries, and identifying the sources of advertising expenditure.
3. Choosing advertising tools, drafting texts and images, and making tactical decisions about their presentation.
4. Formulating advertisement texts, designing, and preparing them.

The implementation and sequencing of these tasks are reflected in the following diagram (see Figure 3.3). The primary objectives of advertising and PR campaigns in public transport are to create convenience for passengers, enhance its attractiveness, and not only bring the destination closer but also to provide new information, ensure a pleasing design, and satisfy spiritual needs.

In the era of digitization, it is advisable to make broader use of internet advertising and mobile marketing tools.

Internet advertising involves delivering information about changes in public transport, new routes, services, and conveniences to passengers through the Internet system. Currently, the widespread capabilities of mass media involve delivering information and determining relations through the Internet and mobile devices.



Figure 3.3. Stages of Advertising Activities².

² Developed by the author based on official sources.



Research has shown that there is a need to re-evaluate public transport routes in Tashkent city based on the segments listed below. However, in our work, we have also aimed to focus on segmenting to enhance the attractiveness of public transport.

Table 3.7. Types of Transportation and Their Service Essence⁴.

No.	Type of Transportation	Service Essence
1.	Public Bus and Minibus Services	Transport services based on regulated tariffs (including subsidies); regular and non-commercial transport; contracted services; school and other children's transport; other types of transport.
2.	Metro Services	Provision of underground and surface transport services.
3.	High-Speed Trams	Establishing new routes and lines in urban outskirts; efficient use of electric systems.
4.	Use of Light Vehicles	Transport services using personal and business vehicles; development of taxi services with a focus on electric vehicles.
5.	Transport and Freight Forwarding Services	Transporting goods within the city for the population.
6.	Corporate Transport	Transport services for city employees and use for various events.
7.	Rural Transport Provision	Meeting seasonal needs of the agro-industrial complex; increasing service during unexpected situations (e.g., pandemics, natural disasters).

In implementing the President of the Republic of Uzbekistan's Decree on "Measures for Reforming the Public Transport System" and the roadmap developed by the Ministry of Transport, we believe that the reforms in the city's public transport can be carried out in the following phased approach:

1. **Creating Adequate Conditions for Enhancing Public Transport Efficiency** This includes ensuring legal, regulatory, and social priorities are met, providing a competitive environment, promoting commercial interests, and addressing other related factors.
2. **Aligning Urban Public Transport with Environmental Conservation Policies** This involves complying with ecological requirements, increasing the share of electric buses and electric light vehicles, strengthening sanitation controls, and other related measures.
3. **Improving the Financial and Tariff Policy of Urban Public Transport** This involves developing policies for covering expenses incurred by authorities, city enterprises and organizations, and public representatives; coordinating time, distance, and service quality among different types of transport; and other related measures.
4. **Establishing an Optimal System for Ensuring the Quality and Efficiency of Services Provided by Relevant City Organizations, including "Toshshahartransxizmat" JSC** This includes creating a unified route system, implementing a coordination system for various transport owners, applying digital technologies, and other related measures.
5. **Promoting a Healthy Lifestyle Among the Population and Enhancing the Attractiveness of Public Transport** This involves using mass media and the internet to promote walking, cycling, engaging the population in solving ecological problems, and other related activities.

Research indicates that effective utilization of public transport in the city, improving service culture, and addressing social issues are supported by the organizational structure recommended in Figure 3.4 (see Figure 3.4).

The primary goal of this structure is to ensure that transport activities focus on preserving public health, ensuring safety, addressing ecological problems, providing services, routes, tariffs, and other conveniences that meet passengers' needs, and enhancing the attractiveness of public transport.

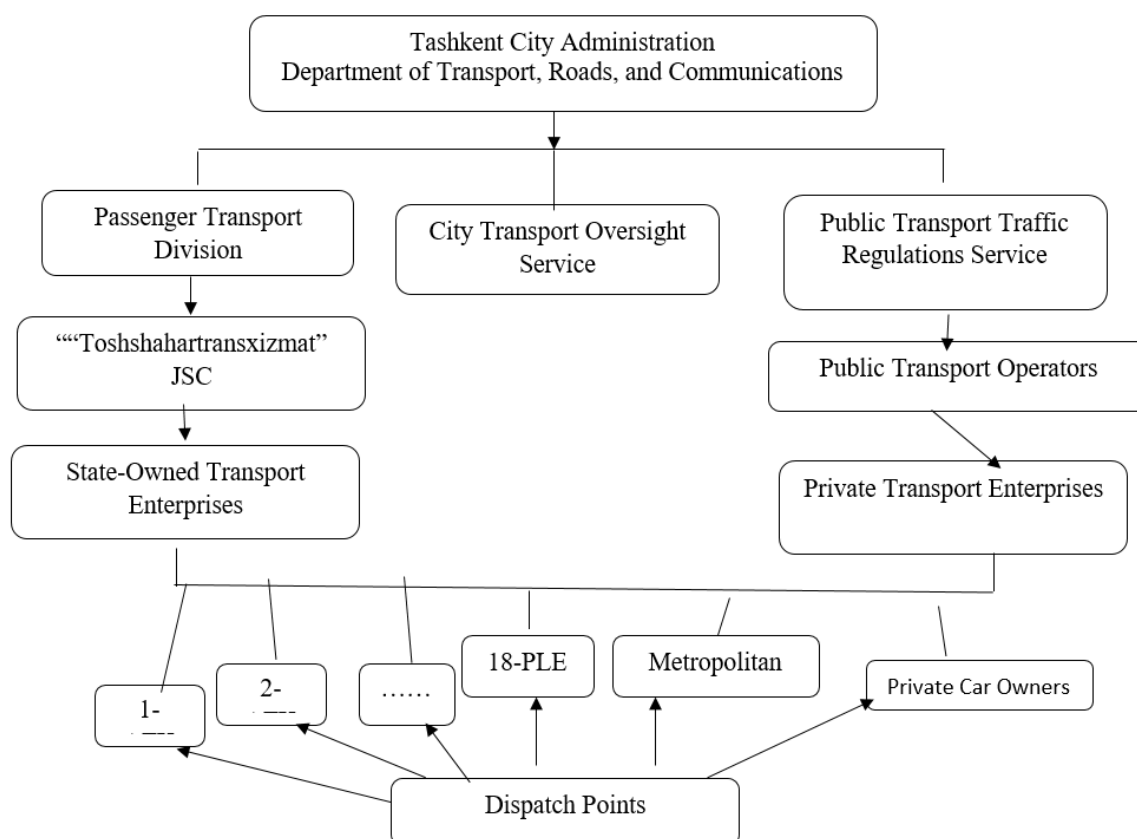
The primary goal of this structure is to ensure that, in the implementation of transport activities, the following priorities are addressed:

1. **Preservation of Public Health:** Ensuring measures that contribute to the health and well-being of the population.
2. **Safety Assurance:** Providing a safe environment for the residents and users of public transport.
3. **Addressing Ecological Issues:** Tackling environmental challenges related to public transport.
4. **Meeting Passenger Needs:** Offering services, routes, tariffs, and other conveniences that align with the needs of passengers.

⁴ Developed by the author based on official sources.



5. **Enhancing Attractiveness:** Improving the appeal of public transport to increase its usage and overall satisfaction among users.



3.4 Diagram: Public Transport Management Structure in Tashkent City⁵.

Social Protection Perspective. Currently, it is essential to not only provide pensioners with free public transport access between 1000 and 1600 hours but to also allow them free travel at all times. This is because elderly passengers can contribute valuable advice and recommendations to improve the quality of public transport services.

Marketing Research Findings. Marketing research indicates that to enhance the attractiveness and competitiveness of public transport, the following measures should be prioritized:

1. Licensing and Certification of Private Operators:

- Ensure that private transport operators meet technical standards and traffic safety requirements through licensing and certification processes.

2. Monitoring and Safety Oversight:

- The department under the city administration should manage transport quality and safety control services. This includes using GPS and GLONASS systems to effectively manage public transport services.

3. Competitive Allocation of Transport Vehicles and Routes:

- Allocate transport vehicles and city routes among various owners based on competitive criteria to ensure quality and service standards.

4. Opening New Routes Based on Passenger Flow:

- Introduce new routes according to passenger demand to prevent overcrowding. Ensure the efficient use of various transport modes in emerging residential areas such as Sirgali and Yangi Uzbekistan.

5. Improvement of Road Infrastructure:

- Enhance city road infrastructure, including:
 - Equipping bus stops with necessary facilities.
 - Developing dedicated lanes for buses to avoid congestion.
 - Addressing unauthorized parking issues by implementing fines and using tow trucks to remove obstructing vehicles.

Additional Measures to Improve Public Transport Efficiency:

5 Developed by the author based on official sources.

**1. Enhancing Surface and Underground Transport Efficiency:**

- **Frequent Service:** Ensure that buses and taxis operate at short intervals during peak hours and provide opportunities for commercial buses during off-peak times.
- **Marketing Research:** Conduct research to analyze passenger opinions and make necessary adjustments to transport routes.
- **New Routes and Vehicle Replacement:** Introduce new routes and replace vehicles with electric buses and other small-scale options, including the potential introduction of trams on the city's third ring road.
- **Eliminating Inefficient Routes:** Discontinue non-profitable routes and establish transport partnerships to replace them.
- **Quarterly Research:** Conduct marketing research quarterly involving city residents, guests, organizations, and businesses using observation, surveys, and experimental methods.

2. Optimizing Public Transport Management:

- Develop and implement strategies for priority transport lanes, routes, and modes to optimize public transport efficiency.

3. Creating Conditions for Commercial and Corporate Transport:

- Establish conditions for commercial and corporate transport services to enhance their effectiveness.

Suggested Actions

Based on the research and existing regulations, the following measures are recommended:

- **Extended Operating Hours:** Increase public transport operating hours from 8 to 12 hours.
- **Route Allocation Contracts:** Ensure that routes allocated to buses are covered by contracts where costs are at least 80% reimbursed if used as taxi services.
- **Profitability Targets:** Achieve a minimum profitability of 20% for buses, 35% for minibuses, and 25% for intercity services.
- **Free Transport for Pensioners:** Implement free or subsidized transport fares for pensioners wherever feasible.

CONCLUSIONS AND RECOMMENDATIONS

In organizing public transport operations, it is essential to develop a model based on its concept, strategy, marketing tools, and improvement principles. By doing so, it is possible to enhance the attractiveness and image of city public transport.

Marketing Concept: The marketing concept should focus not only on fully and effectively meeting the public's needs for public transport but also on increasing the appeal of using public transport. Achieving this goal requires establishing effective feedback mechanisms with passengers. In other words, marketing communications (including advertising, PR campaigns, special fare tickets, price brochures, various printed flyers, etc.) should not be one-sided. Instead, they should include gathering and utilizing passenger feedback and preferences to create a system that responds comprehensively to their needs and desires.

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