

Marketing And Information Support In Public Sector

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ANNOTATION:

The scientific article analyzes important aspects such as methods of marketing research in public transport enterprises, the role of information and their impact on the enterprise and the population, the prevention of traffic congestion and environmental degradation on urban roads.

Key words:public transport, marketing, demarketing, branding, information, internet, software.

1. INTRODUCTION

In recent years, car ownership has been on the rise in many countries, which is causing a number of problems related to transportation and the environment, and means that car use needs to be reduced. At the same time, the types of vehicles served in a particular area, the growing population of cities and the need to improve the quality of service are forcing an increase in the number of vehicles. Licensing the activities of logistics processors will slow down the proliferation of service vehicles, but should not be limited to such measures, as mobility is a crucial factor for urban development and economic growth.

It should be noted that citizens have a choice between public transport and private transport, but the quality of public transport services, convenience and reliability are high. At the same time, while the quality of service is of paramount importance to the prospective customer, its image and the availability of information about him are also important.

PP-129 of the President of the Republic of Uzbekistan dated March 11, 2017 "On measures to further develop passenger transport in Tashkent", PP-129 dated October 9, 2013 "On measures to further improve the system of passenger transport in Tashkent" Resolutions No. 2048 also further improve the organization of urban passenger transport, increase the safety and quality of passenger transport, ensure the rational and efficient use of convenient and comfortable buses, strengthen the financial and economic condition of transport organizations, the widespread introduction of modern information and communication technologies issues have been put forward.

Analysis of the relevant literature.

The rise in car ownership is causing challenges for governments around the world, especially in areas of traffic congestion and air pollution. The increase in revenue is due to the fact that cars are the most convenient means of transportation, as well as the increase in the number of vehicles on the roads and in some cases this leads to various difficulties in managing growth.

R.Sidorchuk and I.Skorobogatykh's scientific article "Marketing Evaluation of Public Transport Quality Attributes: Review of Two Waves of Research" explores the impact of the development of marketing activities in the field of public transport on the use of private cars [3].

Portuguese Joao Figueira de Sousa and Anna Ibraeva, in their scientific article "Marketing of public transport and public transport information provision", examined the trends in the use of public transport in response to changes in price and quality [4].

Irisbekova in her scientific work "Optimization of the market of transport services on the basis of marketing principles" highlighted the scientific theories such as the implementation and application of marketing research in the transport market [5].

2. RESEARCH METHODOLOGY

Observation, survey, comparison, cabinet methods were used to conduct marketing research in public transport. The research aims to identify the basic principles of public transport marketing by analyzing the experiences applied abroad and to organize a successful marketing campaign in public transport. In addition, the attractiveness of the service is partly explored by the availability of information about it, the provision of information on public transport and its role.

3. ANALYSIS AND RESULTS

Due to the unique characteristics of the public transport marketing service, there are a number of challenges in applying marketing research to public transport. Due to the limited resources of transportation systems, strategies aimed at increasing the number of customers can lead to a situation where public transport marketing cannot be drastically popularized. In such an environment, it is advisable to start with a less aggressive short-term strategy in order to retain existing customers and provide them with better service. In short, the transport system must be prepared for a significant increase in the number of passengers. However, public transport companies, which play an important social role and have a small budget, sometimes do not have the ability to change new products or services.

Statistics on the number of passengers and passenger turnover by mode of transport in the country can be seen in Table 1.

1-table
Passenger traffic and passenger turnover by modes of transport

	2015	2016	2017	2018	2019
Carried passengers, mln person	5 380,0	5 560,4	5 679,0	5 951,5	6 025,1
including transport:					
railway	20,1	20,5	21,1	22,1	22,9
car	5293,2	5480,8	5 591,3	5 852,8	5 915,2
trolleybus	0,8	0,8	0,5	0,5	0,7
tram	11,4	2,7	2,3	4,4	3,8
subway	52,3	53,5	61,6	69,1	79,2
airway	2,2	2,1	2,2	2,6	3,2

Passenger turnover, bln. passenger-km	120,1	126,0	130,0	135,3	140,1
including transport:					
railway	3,8	4,0	4,3	4,3	4,4
car	109,1	114,9	117,7	121,6	124,1
trolleybus	0,02	0,02	0,01	0,02	0,02
tram	0,04	0,01	0,01	0,03	0,02
subway	0,4	0,4	0,5	0,5	0,6
airway	6,8	6,7	7,5	8,8	11,0

If we look at the statistics, we can see that the speed of passenger traffic by general modes of transport is growing by an average of 2.8% per year, and in 2015-2019 by an average of 11.9% (Figure 1).

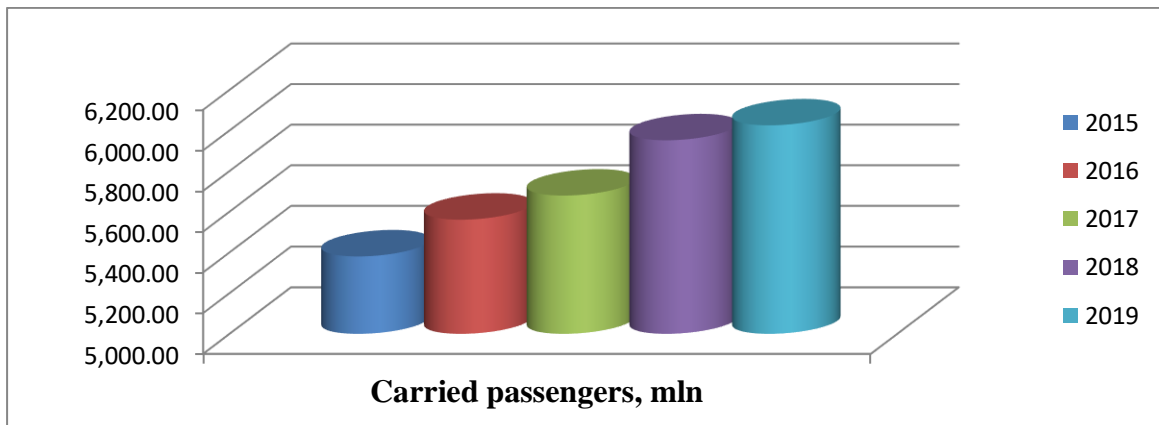


Figure 1. Carried passengers, mln

During 2014-2019, the largest share of the number of passengers transported by all modes of transport, ie 98%, accounted for road transport. We can see the development indicators of passenger traffic rates by types of transport in Figure 2.

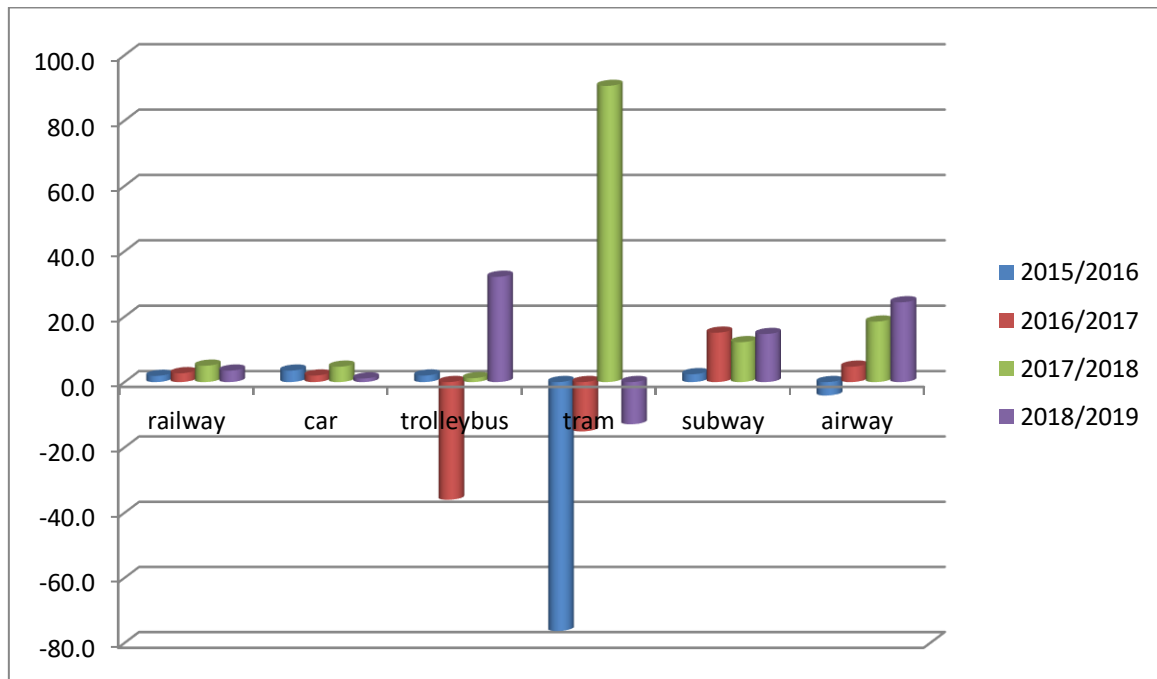


Figure 2. Types of transport indicators of passenger traffic

The total number of passenger traffic in 2015-2019 is high in road transport, but the highest percentage of development is in air transport, ie an average of 10.8%, followed by metropolitan with 11.1%, rail with 3.2%, 2 , We can see that road transport is developing by 8 percent. Despite the fact that the most expensive mode of transport among air transport is air transport, its users are developing by more and more percent every year than the remaining modes of transport.

The composition of prospective customers on public transport is very diverse, they include seniors, students, teenagers, all with different lifestyles, habits, needs and reasons for travel (business trip, leisure or shopping trip). In addition, they use different data channels, so they need to be addressed in different ways. Thus, targeted marketing campaigns involving different advertising sections for different customer groups may be more effective, given that sometimes different customer groups may not have the same response to a service change. For example, changes in prices have affected the number of people choosing public transport for business trips: a 17% increase in ticket prices in Tashkent has limited people's access to public transport in some cases, price increases have not improved services, and passengers using public transport the number has been partially reduced, so convenience and price level are important for this group.

It should also be noted that traditional marketing of products is based on promoting their direct benefits, while public transport marketing can also take advantage of additional benefits such as being environmentally friendly in additional campaigns. Public transportation consumes less energy per passenger than a private car, so strategies that emphasize this fact can attract the attention of potential customers. For example, car-free days organized in many cities around the world are aimed at showcasing alternative modes of transport to motorists that are harmful to the environment. During a car-free day in Strasbourg, France, a public transport company provided daily tickets and references to the public. The city of Cologne, Germany, in partnership with a public transport company, provided free breakfast to those who came to work on public transport on car-free days.

There is no doubt that improving service with a marketing strategy is more likely to attract new customers. For example, in Perth, Scotland, a transportation company launched a

marketing campaign with the introduction of low-rise buses. At the same time, more bus stops have been set up by the local government and the priority of public transport in the city has been guaranteed. In general, the transition to public transport mode is beneficial for the society, as the level of traffic on the roads in general is reduced.

Perth's marketing strategy involved advertising, phone conversations with potential customers, and free offers. As a result, two years after the campaign, there was a 56% increase in the number of passengers, a tendency of the population to switch from private to public transport [3].

A similar situation was found in Buckingham, UK, where a public transport company failed to improve service, attract the desired customers and develop a marketing strategy, resulting in a 42% increase in bus traffic per year [4].

Using de-marketing

A study of car owner motives shows that in addition to the functional benefits offered by a private vehicle, there are a number of additional and abstract factors that influence a person's decision to buy a car. The results of the study showed that in promoting the car, it is clear that the car also has a symbolic role. According to Dutch scientist L. Steg, marketing campaigns by automakers typically promote concepts of control, power, social status, and self-esteem. For many people, the car is a means of self-expression, and traveling in a car is associated with symbolic concepts and affection [5].

L.Steg divides the reasons for using the car into 3 categories:

instrumental (convenience depends on the warranty of the car, speed and the ability to use it at any time);

target (car as a means of self-expression and demonstration of social status);

affective (emotionally driven motor drive).

Currently, existing car dismantling strategies are trying to highlight the negative aspects of car ownership, such as the cost of service or destroy the image of a car created by advertising, thereby reducing the power of affective connections and disappointing people. It is very important to change the model of use of the car: from the universal mode of transport, which is usually used for all types of travel, the car should be used, if necessary, in exceptional cases.

Marking of public transport

Branding is very important because it allows a transportation company to create the overall image of a range of products, demonstrate their uniqueness, and present themselves as the only manufacturer in the market. The purpose of branding is to differentiate an organization (or enterprise), product or service in order to increase the number of consumers and create conditions for communication with the target market. A set of branding activities allows you to identify a product or service, add the desired values or image to it, and communicate with the market using advertising, promotion, and design. The main components of branding are the name, color (or combination of colors) and the logo appears on buses, bus stops, websites and more.

Since a large portion of the population in a number of countries can choose public transport and private transportation, the conditions for transport companies are similar to free market conditions, so they need to develop and continuously improve communication platforms for their customers. When a brand meets the needs of customers, they begin to trust it and begin to feel confident about their new product or service, which improves their attitude towards the company. In general, transportation companies want to perceive it as "modern, reliable, convenient," but sometimes market research reveals the added value that consumers expect, which is then added to the value offered.

In some cases, when the public's reaction to an existing brand is drastically negative, it makes sense to develop a new brand. In York, England, a local transportation company

signed a contract with an advertising agency to study the market and develop a new marketing strategy. The study found that public opinion about the transport company is very negative, so it was decided to promote the new service as an alternative to existing ones under the slogan "Unique Transit". As a result of a series of focus groups and telephone conversations, a new product name, VIVA BRT, was invented. Two years after the introduction of the new service, a high level of brand recognition was shown (100%) among people who do not use public transport at all. Shortly after this successful campaign, all products and services offered by the York Transport Company were merged under the VIVA brand.

If consumers' attitudes toward an existing brand are generally positive, a new service should be added to an existing brand, as in the Los Angeles subway. Prior to rebranding, the brand recognition rate was 83%, so there was no need to create an entirely new brand, but at the same time re-branding was necessary because the company's attempts to promote itself were in vain: the image seemed insignificant and people rarely paid attention to it. .

After the rebranding company logo was changed, a single corporate font and communication voice were introduced, as well as route maps were improved. As a result, the percentage of people who rated the service negatively dropped from 27% to 12%, 78% of customers said the service had improved, and 88% said the company's reputation had improved significantly. In addition, the number of people choosing public transport increased by 12 percent (from 24 percent to 36 percent) despite having private vehicles [4].

In short, a successful brand means in-depth research of the market, creating a company identity that sets it apart from other similar companies, and promoting a common design for all products, as well as service advantages, including security, reliability, speed, convenience. Providing information on public transport

According to Embarq-Brasil, public transport information provision is a variety of elements used in the transport system to facilitate navigation for passengers, regardless of passenger capacity, age and literacy level.

For a variety of reasons, in a number of cases, transportation companies are reluctant to provide information about the service. Some companies may believe that the locals still know about their products, while others may think that they do not need detailed information because the customer can always ask the driver or a company representative if necessary. Another reason for not being able to get information is that the low efficiency of the business, which leads to an image, and if information about the service is not provided, it can disrupt customer relationships. Most transport companies provide information about their services by voice messages inside buses or at bus stops, but these measures are not effective in attracting motorists to public transport because they do not use the usual and are limited by the information provided here.

However, the dissemination of product information is considered very important, as evidenced by the experience of the UK in the railway service between Liverpool and Chester. This railway line was chosen because at that time, unlike other routes, there was no bus service that offered a single route, so the frequent use of this line could be explained by an increase in the number of trips or the number of new passengers. The aim of the experiment was to measure the impact of information dissemination and determine how it would affect the number of trips. Two stations (Port Sunlight and Spital) were selected, with data on price reductions of 29% presented differently in each. The distribution at Port Sunlight station was very low (several posters were put in place), however, information about Spital included posters and brochures distributed in the accommodation. Subsequent growth was 15.6%. The number of passengers was recorded at Port Sunlight, while at Spital the figure increased by 39.7%.

Brand is important in information supply because when a company's directions and products are combined with a single brand and are visually similar, it makes it easier for passengers to navigate. Conversely, when information about a service is difficult to find or understand, people use it less.

As the information expands, it is unclear whether passengers will be able to change their overall travel routine, as they will likely tend to use the same mode of transportation without thinking about alternatives.

When traveling by car, people feel in control of the journey, but not in public transport: in such a situation, a person is often forced to change or use different transport companies that have different sources of information. Because there are so many transportation companies and each of them has its own communication platform, people get confused about it. In most cases, people have information about the local service, but they do not know what is being offered elsewhere outside of their area. There are also people who have decided to change their place of residence and they form a definite group because if they are not informed about the transport service in the new place, they can continue to use the car they are in. accustomed to. Thus, transportation companies need to develop partnerships with local administrators, real estate agencies, and immigrants to inform potential customers about their services. In an unfamiliar environment, general information about transportation services in the area should be provided to allow people to demonstrate the entire system and be given a choice by all transportation companies.

Sometimes better information about a particular dislocation situation will motivate you to use it, thereby correcting some of the shortcomings of the urban transportation system. New maps designed for pedestrians in London show places where a person can walk on foot for a set period of time (approximately 20 minutes). The maps are designed in a special way that facilitates navigation, for example, rather than using the classic North-South, East-West route, the maps show the human orientation and buildings in 3D models, thus making it easier for pedestrians to find location on the map. In addition, new signs have appeared to guide and facilitate people in the hallway. These measures will reduce the number of people who prefer to walk, depend on other modes of transport (such as the subway), and promote a sustainable lifestyle.

4. CONCLUSION/ RECOMMENDATIONS

Public transport marketing provides an opportunity for transportation companies to promote their products, but in addition, it has a certain positive impact on consumers because it creates a company image. When this company is seen as a modern, quality service provider, the passengers who use it and partially join it are more satisfied. Service-specific features affect consumers. If this service is considered dangerous and is only served to the poor, people will be more likely to switch to using cars once they have such an opportunity, especially if the car owner is perceived as a sign of well-being. Private vehicle promotion mechanisms also work in the area of public transport advertising, so if the image of the service is good, people may like to join it. However, in many cases, public transport has a bad reputation over the car, which seems very attractive to consumers, especially when transport companies do not put enough effort into developing their marketing strategies. In fact, public transport has many advantages: they are stable, sometimes faster than cars due to congestion, and can be seen as an independent choice of a smart person who values time and prefers a car, but not for a reason, because it is the only option available. Public transport is often perceived as a means of transportation for those who do not own a car, and it is important to change this perception and present public transport as a viable alternative to private transport. However, this is a very difficult task because the car is still a very convenient vehicle and public

transport needs quality service to reduce the gap in the level of convenience. However, from the examples analyzed above, it can be seen that improving the service without adequate advertising and marketing may not be enough to attract passengers.

It can also be a service development tool to engage the population, build separate corridors for public transportation, further expand the market, develop strategies to move in a timely manner, as the company needs to learn more about customer needs and requirements. allows. Along with marketing strategies, transportation companies need to develop an information support system. Sometimes people prefer to use a car because they don't know about public transportation service in any area.

Usually people tend to use the same routes and the same modes of transportation every day (e.g. for a business trip), but they face difficulties when they have to change it. Generally, public transport systems are perceived as complex, especially when it comes to using multiple services from different operators, as companies need to provide customers with accurate information about schedules, stops, and routes. The method of disseminating this information needs to be adapted to the specific needs of different population groups in order to attract more people and achieve social disadvantage.

The development of public transport marketing is important to improve the image associated with it, to ban existing users from using private vehicles, and to attract new users. A number of initiatives have been put forward in this area, confirming that public transport marketing can indeed be a tool to encourage its use.

In the process of rapid changes in the world community and the intensification of competition, it is impossible to create opportunities to increase the share of transport in the economy of our country in the near and long term without the widespread introduction of innovations and digital technologies. With technical advances in public transportation and the widespread use of the Internet, there are more means of disseminating information for public transport companies. Therefore, it is advisable to use modern programs (2GIS, TM3, Tashbus) to provide the population with quality information and information flow, and to further improve these programs. Using them consistently can gradually increase confidence in the company and thereby encourage people to trust public transportation methods.

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