



INCREASING EFFECTIVENESS OF MARKETING RESEARCH IN PUBLIC TRANSPORT

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Abstract. *In this article given marketing activities and research methodologies of public transport. the main focus in the organization of consumer-oriented management in the market of passenger transport services should be the assessment of consumer satisfaction with transport services and the factors influencing it.*

Keywords: *transport, marketing, bus, traffic, routes, trips.*

INTRODUCTION

Modern information technologies provide accurate, complete and timely information management to the flow of passengers and vehicles. The competitiveness of public transport in Berlin is largely due to the use of network technologies that allow passengers to receive a variety of information in real time. In particular, the information center of this system monitors the situation on more than 800 bus and tram routes, which allows you to receive information about the arrival of vehicles in real time. The information can be found in more than 240 places, it is possible to get it via the Internet and mobile phones.

RESEARCH AND METHODS

Currently, in foreign theory and practice of quality management of passenger transport services, there are three groups of criteria: (1) consumer-accepted quality indicators, (2) efficiency indicators (cost-benefit ratio), (3) performance indicators (service provider) goals of the organization).

According to Michael Maer, the strategic analysis of the development of targeted marketing strategies in the transport services market mainly includes indicators describing three categories of factors, namely, the first category of public passenger services: coverage area, population in coverage area, number of flights, kilometers-hours and others.

The second category of indicators includes factors that reflect the effectiveness of the service and include: the volume of services provided (number of visits per person, number of trips per hour); quality of services (speed, average driving distance, number of accidents); availability of services (length of transport network up to 1 km², work on weekends and holidays).

The third of the indicators are the factors that assess the efficiency of transport activities, which include economic indicators (operating costs on the route), utilization rates, utilization rate of vehicles (vehicle load, car days, car kilometers), labor productivity (number of routes per worker), energy efficiency, tariffs.

In this regard, Edwardson argues in his research that customer satisfaction in business depends on the use of the information they provide, and notes that the easiest way to obtain such information is to listen to customer complaints. The customer-friendliness of a passenger transport driver is based on Ebola research, which is to better understand customer needs and ultimately achieve customer satisfaction. Research by Cavana and Corbett argues that reliability and convenience are important factors in customer satisfaction.



The low level of use of public transport by the population of our country is due to the above-mentioned factors, and the main problem can be solved by establishing customer-oriented marketing management.

In general, there is no doubt that the transition from private transport to public transport is beneficial for society, as it reduces the level of traffic on the roads, which has a positive impact on the ecological condition of the city.

The results of a study of the motives of private vehicle owners show that, in addition to the functional benefits provided by a private vehicle, a number of additional and abstract factors influencing a person's decision to purchase a car are primary. According to the researchers, car manufacturers' marketing campaigns typically include more social status and self-esteem concepts. In many cases, for consumers, the car is a means of self-expression, representing symbolic concepts such as travel.

In modern management and marketing theories, the service network, the coordination of its network of suppliers and cross-sectoral relationships, is seen as the key to achieving the best performance of world business.

In our opinion, in the effective management of the passenger transport market, it is necessary to pay attention to the following:

The main task of the government in managing the market of passenger transport services should be considered not only to achieve the efficiency of passenger transport, but also to ensure the environmental cleanliness of urban and rural areas;

market entities providing passenger transportation services should pay special attention not only to providing convenient and fast services to the population, but also to ensure their safety as a priority;

it is expedient to establish measures aimed at expanding the powers of consumers in controlling the activities of market entities providing passenger services;

in urban transport, passengers are always interested in fast traffic. Such interactivity can be achieved through the effective use of information communications.

CONCLUSIONS

The results of the study show that the development of the passenger services market requires a new form of management of this business, as it meets the needs of the state, local government, transport companies and the population for the most important services. We believe that the proposed market should focus on redefining the role of the three groups of strata in influencing the market, which is the new organizational direction of the strategy, and establishing innovative links between the manufacturing sector, customers and society.

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