

Improving for Marketing Strategies in Transport Enterprises

Sarvar Khasanov

Independent researcher at Tashkent State University of Economics

Tashkent, Uzbekistan

Email: Sarvar_6707@mail.ru

Abstract. This article examines the possibilities of using marketing strategies in the period of increasing competition of transport enterprises in order to meet consumer demand on time, and to further improve the processes of providing high-quality and low-cost services to the population. Also has been described the current state of railway transport services in the service market, as well as the advantages of this assessment system in ensuring the efficiency of management in the next stages of the enterprise based on conducting direct SWOT and PEST analyzes in improving the efficiency of railway services.

Keywords: Demand and supply, competition, 4R, marketing, management, logistics, transport, social protection.

1. INTRODUCTION

The transport sector is one of the most important areas of the economy, and its development is one of the priority tasks facing all countries. When the transport services market is developing, the competitive environment is increasing sharply, consumer demand levels are increasing, and service opportunities are expanding, it is necessary to use marketing strategies in the implementation of logistics processes in transport enterprises. One of the most important directions is the generalization of the transport service system and the proper use of marketing and logistics mechanisms for the development of the connection between city transport and its consumers.[1]

In transport logistics, it is important to develop the transport infrastructure based on the transportation of the passenger flow with the lowest cost and quality service, to spend less time in the implementation of transportation processes while making alternative plans, to use the types of transport correctly, and to control all processes from the beginning to the end. It is noted that during the busy times of the city's public transport, the movement of public transport does not correspond to the consumer's demand, the movement of passenger transport vehicles with excess passengers, the increase of passengers at bus stops and the inability to fit the bus, the increase of private cars carrying passengers without a license, the possibility of reaching the intended distance on time is being limited . and others are the main problems in the passenger transport system of Uzbekistan.[2]

2. LITERATURE REVIEW

Organization of logistics processes in transport enterprises, improvement of marketing research, modeling of management processes, attraction of investments, improvement of service quality, evaluation of the efficiency of economic entities have been researched in scientific literature.

Spanish scientists AJMSeco and JHGGoncalves "the importance of evaluating the quality of public transport systems, characterization of urban public transport systems, quality assessment, performance indicators, diversity of performance indicators, the most important indicators in public transport, offers criteria and indicators that determine the economic efficiency of urban public transport [3].

The Portuguese Joao Figueira de Sousa and Anna Ibraeva studied the trends in the change of public transport indicators due to changes in price and quality indicators in their articles [4].

Russian scientists such as Branislav Radnovich, Radenko Marik, Vladana Radnovich, Milena Ilik, Dragan Lukachlar, based on correlation and regression analysis, based on factors such as the behavior of drivers, information about routes, quality of vehicles, timetables on routes, justified the need to develop marketing strategies [5].

Russian scientist Yu.V. In Yakutin's studies, he explained his scientific views, such as management, economic, logistic, service, implementation of tariff policy in the transport industry [6].

T.V. In their research, Konovalova and S.L. Nadiryan put forward the theory that transport enterprises can achieve greater efficiency by using Internet resources and research marketing research through two methods [7].

I.A. Morozova studied the global and local experiences of transport infrastructure efficiency, transport services market activity, evaluated the transport services market using the multifactor analysis method and developed marketing assessment models [8].

T.S. Melnik's scientific article describes the principles of marketing research [9].

A.J. Qakhkhorov from Uzbek scientists "Improving innovative marketing activities in the road transport system of Uzbekistan" improving the indicator system and algorithmic basis of the methodology for evaluating the innovative marketing potential of road transport enterprises, innovative transport "based on the use of new vehicles, transportation technologies and service services" in the road transport system ideas such as improving the economic mechanism of commercialization of services have been put forward[10].

M. Irisbekova in her scientific work entitled "Optimization of the market of transport services based on marketing principles" explained scientific theories such as the implementation and application of marketing research in the transport market[11].

In the process of studying the research conducted by international and local scientists, transport companies show the need to introduce modern innovative marketing strategies and make partial changes to the marketing principles. Accordingly, in the development of marketing strategies, proposals and recommendations on the processes of effective organization of the market of passenger transportation services are developed based on the wishes of passengers.

3. RESEARCH METHODOLOGY

In the course of the research, questionnaires, field and cabinet research methods, comparison, statistical observation, and expert evaluation methods were used for the implementation of marketing research in transport enterprises. The rise in car ownership is creating challenges for governments around the world, particularly in the areas of traffic congestion and air pollution, and has been researched using survey methodology in public transport to address these issues. Based on the results of the survey, a model of interdependence of logistics and marketing goals in passenger transportation is created.

4. ANALYSIS AND RESULTS

Marketing planning depends not only on logistics in front (situation analysis), but also on corporate planning, that is, long-term strategic planning (strategic marketing), setting goals, determining the company's position in the market, choosing a service method, motivating competition, and other such important factors. is considered

Marketing as a part of strategic management is a general approach, tactics and set of methods for managing the market activity of enterprises includes analytical functions . Logistics performs functions of effective organization of physical movement of material flows carried out by the enterprise in market processes. As part of the marketing mix (marketing-mix) within the 4R elements (product-product, price-price, place-place, promotion-advertisement), logistics is invisible only in the distribution component (marketing element "place")[20]. Therefore, it is closely related to the strategic planning system of marketing in the implementation of logistics processes in transport enterprises. This process determines the logistic performance of the system in terms of time and space efficiency in serving the population. However, in transport services, logistics performs not only the function of distribution, but also the formation of the transport service offer. Transport shows its social importance more vividly in ensuring the movement of the population from one place to another based on work and household needs. Table 2 provides information on the country's performance of passenger transport in the country's transport system and helps to reflect its social importance.

Table 1: Passenger transportation by types of transport in the Republic of Uzbekistan

	2016 _	2017 _	2018 _	2019 _	20 20y.	20 21 years.	20 22 years.
Transported passengers, million people including in transport:	5 560.4	5 679.0	5 951.5	6 025, 0	5 295.9	6 029.7	6 170.8
<i>railroad</i>	20.5	21.1	22.1	22.9	6.2	7.9	9.0
<i>car</i>	5 480.8	5 591.3	5 852.8	5 915.2	5 248.5	5 914.2	6 017.5
<i>trolleybus</i>	0.8	0.5	0.5	0.7	0.3	0.5	0.6
<i>tram</i>	2.7	2.3	4.4	3.8	1.2	2.3	2.9
<i>metropolitan</i>	53.5	61.6	69.1	79.2	38.8	101.8	136.7
<i>airway</i>	2.1	2.2	2.6	3.2	0.9	3.0	4.1

Source: www.stat.uz[14]

In the Republic of Uzbekistan, the passenger transport service in transport increased by 12% on average in 2016-2022, while the volume of passenger services by railway and trolleybus decreased by 15% and 10%, respectively, taking into account the pandemic period, by road transport by 10%, by tram by 1.5% in 2016-2022 per cent, we can observe that it increases by 37% in the metro, and by 27% in the air routes. The volume of passenger transportation by types of transport for 7 years is carried out the most by road transport and the least by trolleybus, but the trend of development is observed the highest in metropolitan transport and the lowest in trolleybus transport.

The trend model based on the statistics of the volume of passengers transported in the Republic in 2016-2022 is as follows:

$$Y = 5547.9 + 67.04 \cdot t.$$
$$R^2 = 0.61, F = 13.6, t = 11.6.$$

It can be seen from the trend model that the average annual number of transported passengers is 67.04 million. is organizing a person. This indicator has a tendency to increase in the following periods.

Passenger turnover by types of transport in 2022 will be 144.7 billion. passenger km, by 2018, i.e. 135.3 billion. passenger km increased by 7%. Considering the amount of passenger traffic between these years, in 2022, 6,170.8 mln. 5,951.5 million people in 2018 . people were transported, which increased by 103% in 2022 compared to 2018.

According to the account books, in 2018-2022, the ratio of passenger turnover to the number of passengers in transport is high, that is, 4% more, which indicates that the distance of passenger transportation is increasing compared to the number of passengers.

If we compare over the years, passenger km transported by car. distance has the highest result, and the lowest indicator is shown by the trolleybus. Development trends are increasing at the same rate, but the growth rate of road transport is significantly higher than the rest of the transport modes. Changes are mainly observed in road and air transport (Figure 1).

The value of time is placed at the highest level in the period when the rate of development, the lifestyle of the population, and the development of science and technology are accelerating. The rate of use of public transport is decreasing in relation to the growth rate of the population, and the reason for this is that public transport does not fully meet the requirements of today, that is:

- Movement speed is low. In this, traffic is also important;
- The existence of cases of standing at stations;
- Failure to move at specified times;
- We can see a variety of factors such as overcrowding at peak times and the like.

Economic analysis and evaluation of passenger transportation processes by transport enterprises, cost estimation, coefficient of use of road, transport and transport enterprises, alternative payment processes and other similar processes, as well as conducting marketing research in all transport enterprises, remain a requirement of today.

Developing ways to satisfy consumers' wishes and desires through marketing strategies, ensuring quality service, creating the company's own image, researching the offer of additional types of services, creating an advertising system should be considered as the most important strategic directions in the passenger transport of Uzbekistan.

In the initial stages of designing a logistics system of transport services, it is necessary to implement strategic and operational logistics, and to plan the next logistics processes, it is necessary to apply strategic marketing that provides "control numbers". The algorithm in Figure 2 is recommended for the initial situation of the implemented marketing strategies. Effective implementation of activities based on this algorithm creates opportunities for further development of the passenger transportation system and market.

In order for logistics management to be effective, it is necessary to form marketing information about the regional situation of transport services, the structure of demand, the composition of customers, and the role of competitive types of transport.

Costs of delivery services by types of transport (table 1).

Table 2. Types of transport according to load transport expenses

No. t/r	Indicators	2017 year		2019 year		2021 year		2021 to 2017 _ relatively	
		Report	Comparative weight	Report	Comparative weight	Report	Comparative weight	the difference	Comparative weight
1.1	Railway , mln.t. _ _	67.9	5.7	70.1	5.1	72.0	5.0	6.0	1.4
1.2	Car, mln.t	1013.1	88.4	1177.7	89.2	1282.0	90.3	26.5	98.1
1.3	Pipe the way million tons	65.1	5.7	72.0	5.5	66.2	4.6	8.6	0.4
1.4	Air road , thousand.t .	26.4	0.2	10.4	0.2	9.1	0.1	10.2	-

When we compare delivery services by types of transport, according to the statistical data of 2017-2021, cargo transportation services have growth indicators. Over the years, trucking services have been consistently above 90 percent of total transportation services. Other railway, pipeline, air services have relatively low indicators. In order to be more precise in our analysis, we have analyzed the state of freight turnover in services in which types of transport (Table 3).

Table 3. Transport types according to load rotation speed

No. t/r	Indicators	2017 year		2019 year		2021 year		2021 to 2017 _ relatively report	
		Report	Comparative weight	Report	Comparative weight	Report	Comparative weight	the difference	Comparative weight
1.1	Railway , mln . km	22.9	34.2	23.4	32.2	24.6	32.9	1.7	69.6
1.2	Car, mln. km	13.6	20.3	15.9	21.9	19.1	25.5	5.5	74.5
1.3	Pipe road , mln. km	30.2	45.1	33.2	45.7	30.8	41.2	0.6	0.4
1.4	Air way , thousand . km	132.2	0.4	119	0.2	303.5	0.4	171.3	-

When we analyze the data of 2017-2021 on the speed of cargo turnover by types of transport, the speed of cargo turnover in railway services is higher than that of car cargo services. However, our analysis shows that the speed of freight turnover in railway services is high, but goods (Table 1) are transported less than in car services. Low freight rates in rail services mean high demand for this service. However, the coverage of railway services on the territory of the country and some problems in service delivery do not allow to further expand the coverage of this service.

That's why we developed specific proposals that allow to evaluate the situation based on SWOT analysis of railway services performance (Table 4).

Table 4. SWOT analysis of railway service performance

Preferably aspects	Weak aspects
<ul style="list-style-type: none"> • reserve capacities availability ; • passengers in transportation setting a relatively low tariff; regularity of passenger transportation; • direct connections between large regional centers and cities, historical and cultural centers; • high the possibility of developing high-speed routes, the possibility of building a railway everywhere; • a lot numerous people and heavy loads transportation ; • each how the weather conditions use possibility ; • of the area development priority availability ; • various loads _ in transportation capacity of containers availability ; • lower emission of harmful gas fumes into the atmosphere compared to other vehicles; • ensuring a high level of safety in the transportation of passengers and cargo; availability of intermodal transport services; • delivery to give of speed height ; • on the roads of traffic jams is available that it is not ; • availability of the possibility to quickly go through customs clearance control; • load transport of the tariff low 	<ul style="list-style-type: none"> • of tariffs state by in order to be placed ; • that the capabilities of the regions were not taken into account when developing the definitions; • low quality of service in passenger transportation; insufficient development of moving content, information technologies, interactive customer interaction services; • infrastructure development and low throughput capacity of stations (especially during holidays, tourist season, etc.); • lack of implementation of marketing, management strategy components; • underdevelopment of railway parks at the central stops in the regions due to the lack of traction, unloading, loading, facilities and technical equipment ; • failure to train personnel in accordance with the requirements of the innovative economy; • iron road of the lines known one to the route attachment ; • quality and types of services do not fully meet modern economic, ecological and innovative requirements; • modern passenger transport of wagons scarcity ; • lack of railway service lines, lack of full service coverage of the regions; • iron road stations , and territorial of services low ; • insufficient level of development of the system of multimodal transport logistics centers for the development of the system of transport corridors ; • the risk of loss of cargo due to failure to connect wagons or timely repair of the train; • some category of workers relatively low job right get _ • availability of outdated rolling stock and technical equipment, high costs of their repair ; • the need for large manufacturers to use road transport in the first and last stages of delivery due to the lack of private access roads to the railway; • In a generalized form, the level of economic security of the transport enterprise is insufficiently assessed in all types: capital, technical and technological, intellectual and personnel, information, changes in the external environment to the enterprise; • legal of resources use efficiency low ; • non-effective use of resources in technical and technological, marketing, financial, personnel management; • lack of adequate provision of traffic safety of railroads intersecting with the population; iron • road in transport of innovation is available that it is not
Threats	Opportunities
<ul style="list-style-type: none"> • decrease in the level of safety of the transportation process due to the use of morally and physically outdated basic means; • iron road to transport 	<ul style="list-style-type: none"> • dynamic growth of the flow of passengers under the condition of development of international and domestic tourism; • increased competition as a result of the integration of transport services into global and regional markets;

<p>relative uncertainty of the tariff policy of the state creates certain risks for the further development of the industry;</p> <ul style="list-style-type: none"> • iron road transport reduction of state budget expenditures to support their development and use ; • international of communications worthy way to the road that it is not placed ; • wear and tear of the material and technical base due to low rates of renewal and decrease in investment activity ; • technological of structure decrease in the efficiency of organization and management of the transportation process due to insufficient introduction of modern elements and, above all, modern information technologies. 	<ul style="list-style-type: none"> • electric trains, electrification makes it possible to save fuel (hydrocarbon); • optimization of the composition of the rolling stock in order to increase comfort; • at the stations services scope and quality expand ; • the development of sustainable tourism and the opportunity to use the cultural heritage of the regions will be opened; • Expanding the use of IT technologies; • the possibility of using railways in intermodal transportation; • to achieve a quality level in meeting the needs of timely provision of freight and passenger transportation by increasing the throughput of railway services; • with the growth of population well-being, especially in large urban agglomerations, with the rapid development of public passenger electric trains, the development of high-speed passenger communication is required; • the expansion of services increases the opportunities for producers to enter international markets; • attract investments to create new transport corridors and implement development projects; • to bring the service level of operators to the world level of PL indicators; • improving the image of the railway service by bringing the services provided to passengers to world standards; • increasing the number and speed of passenger trains in the main routes; • bringing railway services closer to populated areas, newly identified mines, production enterprises; • establishment of direct communication between enterprises and provision of delivery of goods under the "door-to-door" scheme to minimize transport costs; • fully achieving the inclusion of international standards ISO 9000:2015 in the general quality management system in the management of train traffic safety; • maximum use of the high scientific potential available in universities to solve problems in the field of economic justification for increasing the safety of cargo transportation; • more complete consideration of the results of scientific research in the field of transport complex management; • organization of railway transport hubs during the transformation of the concept of transport corridors, attraction of foreign investments for these purposes; • development both in internal competition (between carrier, supplier modes of transport) and in external competition (with international transit systems).
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SWOT Services Performance:

SWOT analysis of service efficiency= $A(n+16)+I(n+29)Z(n+31)T(n+6)$

Advantages of A services

Additional unused capacity from I services

Problems, weaknesses that prevent the organization of Z services

Threats that may affect the organization and management of T services.

SWOT analysis in practice, a special program for electronic calculators was developed and a certificate (DGU 18115) was obtained.

This type of assessment is used in making management decisions to fully utilize the internal capabilities of railway services.

Secondly, we used the PEST analysis to clarify the risks in the external environment when evaluating services (Table 4).

PEST analysis allows for timely clarification of risks in external environment activities. Especially since railway services require large investment projects, neglecting the risks in this regard can lead to serious mistakes. In order to identify, assess and minimize the impact of these risks, serious problems are prevented based on critical study of the company itself. PEST analysis also begins with collecting primary data about the company's external environment. The more comprehensive and objective this information is, the better results can be achieved with PEST.

In our scientific research work, it is necessary to make effective use of specialized literature on geopolitics, macro-territorial reviews, industry analytical reports, statistical data and forecasts of major analytical agencies, news, international exhibition and conference, insider, statistician information. PEST analysis enables us to analyze the organization of the service market: producers, suppliers, consumers, dealers, competitors, the market and other situations.

This analysis increases the possibility of developing a competitive strategy that is acceptable for the company. For this, we evaluated the impact of political (politics), economic (economics), technological (technology), socio-cultural (socio-culture) factors with 3 scales. In this case, the impact on services at scale 1 is hardly noticeable, at scale 2 it may partially affect the development of services, at scale 3 the impact of isolated factors may be significant.

This PEST assessment in the system the following from the formula we used :

$$O_{td} = R_{od} * F_{td} / F_{n+td}$$

O_{td} - of the factor effect level _
 R_{od} - of the rating average level _
 F_{td} - of the factor effect level _
 F_{n+td} - of the factor collected level _

This evaluation style through not only assessment, also of the enterprise activity effectiveness analysis to do opportunity appear will be Analysis based on the basis, according to the evaluations of experts, the enterprise creates an opportunity to develop its strategic plans.

5. CONCLUSIONS

Railway of services advantage or is available problems in assessment and in the future systematic management for strategic work in release, our use should:

We will carry out a systematic analysis of the advantages and conveniences of railway services compared to other types of transport, as well as their position in the market of services:

- it is desirable to assess the analysis of internal problems in the development of railway services based on the use of the SWOT method;
- using PEST analysis to analyze the external problems of railway services, and its assessment is useful in developing strategic plans for the company.

We believe that it is necessary to carry out the following works in transport enterprises:

It is necessary to carry out marketing research among the population, that is, it is necessary to conduct various surveys, for example,

- Why do you prefer to use public transport?
- Would you use public transport if quality service was provided?
- What features of public transport do you not like, what amenities would you like to see?
- Why do you use your own car?
- What do you think are the advantages of taxis over public transport?
- Increasing the coefficient of use of the fleet in transport enterprises;
- Digitization (programming) of current and fixed costs for each type of transport;
- Programming, automation of all situations in movement processes;
- Making full use of the advertising opportunities of each type of transport;
- Development of the brand and image of enterprises;
- Elimination of illegal private car passenger transport processes;
- Establishing the movement of buses in relation to passenger flow conditions;

- In order to increase the speed of movement of buses, it is necessary to pay attention to the allocation of separate road lanes and other similar important factors.

Thus, proper implementation of logistics processes, management strategies, and marketing research in the market of transport services serves the goals set by the transport enterprise and the creation of opportunities to provide quality services to the population. The successful solution of problems in the field of transport is carried out in many ways by the synthesis of logistics and marketing methods within the framework of a single logistic system of transport management . It is advisable to work in cooperation with educational institutions operating in this field in order to ensure that the obtained marketing information is implemented according to the parameters of demand, to introduce modern technologies and to be able to use them in practice.

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