



## MARKETING OF THE TRANSPORT SERVICES AND THE CONTENT AND TYPES OF MARKETING RESEARCH

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<b>Received:</b> 11 <sup>th</sup> November 2021 <b>Accepted:</b> 11 <sup>th</sup> December 2021 <b>Published:</b> 29 <sup>th</sup> January 2022	Modern marketing is rightly an economic phenomenon of the twentieth century. There are several reasons for this, and we want to focus on a few of them. Without the development of new efficient transport technologies, it is difficult to ensure the transport infrastructure, the stable operation of the transport system, provide guaranteed access to transport services for consumers and reduce economic risks for carriers. Transport has a significant impact on the socio-economic development of any country. In this research work, the content and methods of passenger transport services to the population provide specific recommendations for the development of marketing research in public transport activities.

**Keywords:** Modern marketing, marketing research, public transport activities

### INTRODUCTION

Marketing research is a major scientific-oriented part of marketing activities, while entering the broad field of science, mastering its principles and objectives, is an integral part of a single information space.

Currently, the top 10 companies conducting marketing research include Nielsen, IQVIA, Gartner Research, Kantar, IRI, Ipsos, Westat, GfK, Optum.

Companies such as Lego, McDonalds, Verizon, Unilever, Coca Cola, PepsiCo, which are active and productive users of marketing research, spend several hundred million dollars on research every year. These companies have a large number of consumer brands and the product is not often changed or updated. Marketing and sales are key aspects of success, and understanding can make a big difference in a business.

**Table 1**  
**The largest marketing research companies and consumer income and expenditure (\$ billion)**

№	Marketing research companies <sup>[1]</sup>		The companies that spend the most money on research <sup>[2]</sup>	
	Business name	Income (2019)	Business name	Cost (2019)
1	Nielsen	6.5	Amazon	22.6
2	IQVIA	4,386	Alphabet (Google)	16.2
3	Kantar	3,850	Volkswagen	15.8
4	Gartner	3,274	Samsung	15.3
5	IPSOS	2,367	Intel	13.1
6	IRI	1,325	Microsoft	12.3
7	WESTAT	0.597	Apple	11.6
8	McKensey	0.485	Roche	10.8
9	NDP	0.444	Johnson \$ Johnson	10.6
10	comScore	0.388	Toyota	10

As shown in Table 1, the cost of marketing research in the United States reached \$ 6.7 billion, according to the Council of American Survey Research Organizations (CASRO). Worldwide spending is close

to \$ 18.9 billion. Depending on the size of the study, quantitative research in the U.S. ranges from \$ 15,000 to \$ 100,000, and the process takes an average of 6-7 weeks. In 2019, the total amount spent by companies



on market research was \$ 68 billion worldwide. The largest sources of marketing research in the industry are:

- durable goods, 23% of the total;
- media and entertainment, 15% of the total;
- pharmaceuticals, 13% of the total.

Others include government or nonprofits (8%), financial services/banking (7%), telecom and wholesale / retail (5%), long-term consumer goods (4%), research institutes (3%), and the automotive industry (6%). advertising agencies (2%), utilities (1%), other sectors (8%).

## RESEARCH

The globalization of the world economy and the overproduction of real and virtual goods in the world market, as well as the provision of surplus services, have led businesses to deliver goods and services to the consumer rather than produce them, and often at high costs.

A modern management system is a guarantee of efficient operation of public transport enterprises. The existence of the Marketing Information System (MAT) stems from the requirements for collecting,

processing, storing, inspecting and making management decisions about the internal and external environment of enterprises.

Insufficient level of theoretical and practical study of marketing research leads to the limitation of an effective marketing information system by a number of factors.

In foreign and domestic literature, marketing research focuses on theoretical and practical issues. Major marketing companies develop their methodologies based on research, theories, and surveys conducted by scientists. The methodology of conducting marketing research is a specific process, the company divides these processes into segments and uses a sequence of research methods developed by the company for research in all areas.

While brand marketing is a high demand for digital marketing activities, other research is also very important for public transport activities. According to surveys of the American Marketing Association from companies engaged in major marketing activities, the share of distribution by type of marketing is given as a percentage (Table 2).

**Table 2**  
**Share of research of large marketing companies (in percent)**

Marketing activities	August 2015	February 2016	August 2016	February 2017	August 2017
Brand marketing	82.1	87.5	89.4	86.5	88.7
Digital marketing	x	x	x	x	76.9
Advertising	82.7	82.1	79.2	76.3	75.8
SMM	79.5	83.9	75.7	76.8	71.0
Social relations	64.1	64.9	65.5	70.0	69.4
Incentives	76.3	76.2	73.3	69.1	66.7
Position	80.1	75.6	67.8	67.6	67.7
<b>MARKETING RESEARCH</b>	<b>70.5</b>	<b>70.2</b>	<b>67.1</b>	<b>59.9</b>	<b>67.2</b>
Potential customer	55.8	62.5	60.8	58.5	56.5
Marketing analysis	75.0	79.2	69.0	57.5	65.6
Competitive	55.1	56.2	54.5	42.0	50.0
CRM	39.1	37.5	42.0	41.1	43.0
Market entry strategies	55.8	46.4	43.5	35.3	34.4



Income growth	x	x	38.4	34.3	29.0
New products	37.8	36.3	40.0	32.4	36.6
Prices	30.8	32.1	33.7	26.6	27.4
Innovation	23.1	28.6	29.8	26.6	31.7
Electronic commerce	x	x	35.7	23.7	32.8
Market selection	30.1	29.8	32.9	23.7	19.9
Sale	32.1	25.0	24.7	21.3	22.6
Customer service	19.9	17.3	18.0	12.6	21.5
Distribution	12.2	9.5	10.2	5.8	10.2
stock market indicators	3.8	1.8	2.7	0.5	0.5

All experts who emphasize the importance of marketing research, however, have different assessments of the role and potential of marketing research in a company's management system.

The strategy should define in the consumer's mind the place that the company and its products or services require. We can say that positioning finds a space in the customer's mind and takes it before it competes. This move is the result of two strategic directions: segmentation and differentiation.

The diversity of marketing research content suggests that there is still no general concept of marketing research. Some experts are limited to the concept of data and data only when conducting marketing research. Other scholars, on the other hand, consider the scope or functions of marketing research.

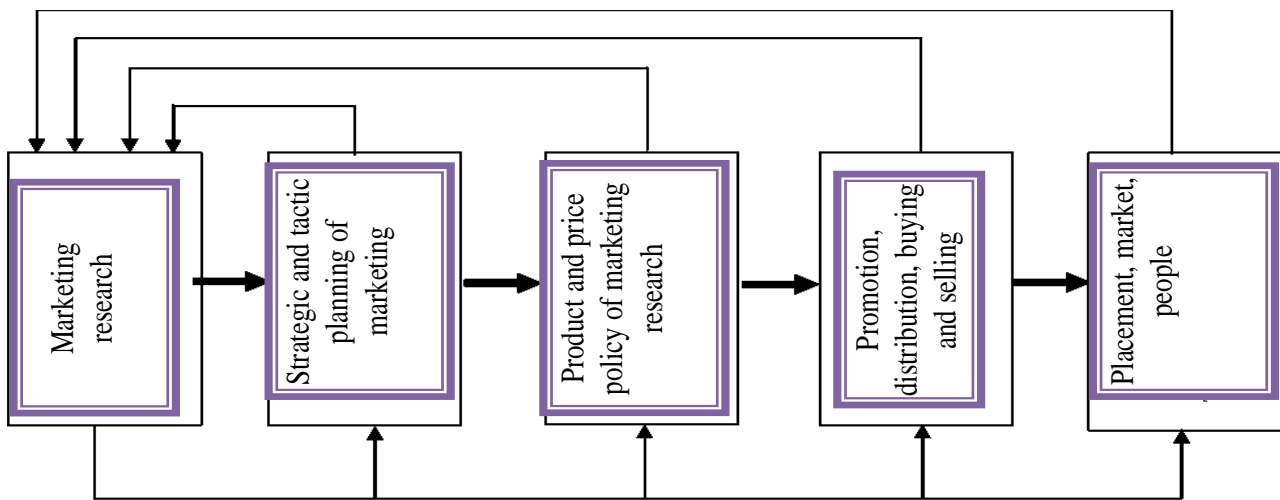
Marketing research can be defined as: "It is the collection, analysis and forecasting of external and

internal information of the enterprise, the development of recommendations for management decisions".

Marketing research involves a comprehensive study of the interrelationships of marketing activities, internal and external environments. It requires a certain logic of data collection, processing and forecasting, ensuring the reliability and completeness of enterprise parameters.

The economic sphere of society in world markets is closely linked with the goals and methods of using marketing tools, as well as the efficiency of foreign economic activity, as well as economic activity in general.

Naresh Malhotra's book, Marketing Research, outlines the role of marketing research in the marketing system



**Figure 1 The role of marketing research in the marketing system.**

The role of marketing research can be better understood based on the basic marketing paradigm depicted in Figure 1. In order to identify customer needs and implement marketing strategies and plans to meet those needs, marketing managers will need information about buyers, competitors, and other forces in the market. In recent years, many factors have increased the need for more accurate and faster information.

As firms have national and international scales, the need for information about larger and longer markets has increased. As consumers become richer, smarter, and more sophisticated, marketing managers feel the need for better information on how to respond to new products and other marketing offers. As competition intensifies, managers need information on the use of marketing tools. As the environment changes faster, marketing managers need faster information to withstand the effects of change.

If we look at the history of marketing, the concept of the market in 700 BC (the god Mercury), the concept of commodity money in 561 BC (Herodotus), BC. It started with advertising in Greece and Rome in the 300s, marketing research has been continuously improved over time. Marketing research was formed in the **first** phase with the phase of industrial statistics from 1880 to 1920. Market research departments have emerged in enterprises and survey methods have begun to develop.

**The second phase of** marketing research was conducted in 1920-1940 with questionnaires and market behavior methodologies.

In 1921, P., who was involved in marketing research. Byte's first book was published. In 1923, Arthur Nelsen, the founder of global international

research, introduced the concept of a "market segment".

By the end of the 1930s, the number of marketing research businesses in the United States began to increase, and the Likert concept emerged. **The third phase** lasted until 1950. These managers have expressed interest in marketing research as a tool to improve the network decision-making process.

Beginning in 1948, major associations such as ESOMAR began conducting marketing research.

**The fourth phase** lasted from 1950 to 1960, when marketing researchers used experimental methods.

**The fifth phase** was the phase of quantitative methods in marketing research from 1960 to 1970. At this time, experts focused on the use of mathematical models in making marketing decisions.

**The sixth phase** has been going on since 1970 to date, which is concerned with meeting the needs of consumers and customers.

As a result of marketing researchers have significantly improved the concept and methods of quality research to predict and explain consumer behavior. The stages that have made a real turn in marketing research are the fifth and sixth stages.

Historical analysis shows that in the 1960-1970 marketing years, the experimental analysis of the main conceptual frameworks and methods, even today the power of information and the use of improved versions. The reason for this is that, as a marketing management major problems at that time remained.

The advent of data has allowed the creation of customer databases, which in the 1990s helped create much of the research on customer relationship



management (CRM). In the late 1990s, the Internet emerged as a new means of communication.

This has created new sources of data for consumers, such as social networks, online reviews, and large amounts of data for firms to analyze. This information led to demand and attracted the attention

of scientists at MAT. Marketing has now become a new source of competition. Although the sector was initially weak in adopting the Internet as a research area, in the last decade, research on Internet-related topics has taken over marketing (Table 3).

**Table 3**  
**Key news in marketing research<sup>[</sup>**

<b>Nº</b>	<b>year</b>	<b>Technology</b>	<b>New data</b>	<b>New methods</b>	<b>New tasks</b>
1	1960-1969	Frame, mail	General Inquiry Diary panel	Regression Stochastic Determinant Cluster Multidimensional scaling	marketing concept marketing mix response models product life cycle diffusion loyalty to the goods
2	1970-1979	Frame, mail	Laboratory experiment	Conjoint-Combined Covariation structure Logit (prediction of buying tendency) Quality analysis Quantitative analysis	perceptions / preferences segmentation measurement many attributes relations location
3	1980-1989	Scanner, computer, telephone	Information on the trade center Careful study of the data	Limited mix Interpreter Game theory	information processing market share models decision support brand selection
4	1990-1999	Internet, web browser, search engines	Online shopping streaming Big data	Danger Time (Trend)	strategy channels pricing services
5	2000-2009	Social networks smartphones, wi-fi	Inquiries Social networks	Text analysis Machine learning Economic structural models	Participate knowledge / experience CRM market orientation
6	2010-2019	Virtual Assistant, Smart Home	Location tracking	Management function Field research Big data techniques Neurophanes	long - term effects consumption behavior review kits brand equality satisfaction Internet online advertising online word of mouth online experience marketing profitability service dominant logic multi-channel mobil social networks Showroom prices

The implementation of public transport activities in all economic processes using marketing tools

encourages theoretical and practical study of the components of marketing research.



Marketing activity is a cycle, which also includes a marketing research, and on the basis of this research the market activity is managed.

The effectiveness of marketing activities is assessed as follows;

- development of marketing tactics and strategies;

Marketing functions are 5, closely related to each other and have a certain hierarchical structure. The first function of marketing begins with the analysis and evaluation of enterprise opportunities and competitor opportunities in the context of marketing research. The second function of marketing is value formation. The third function is to regulate the market through modeling. The fourth function is statistical calculation. The fifth function is the promotion of goods (services) and, above all, the promotion of goods and services as advertising costs. In a marketing system, marketing research serves as a unifying link that exists at each stage of the marketing

- program for creating and launching a new service in the market;
- formation of marketing communications for the delivery of services from producer to consumer;
- organization and implementation of events of the advertising and branding company for the promotion of goods.

life cycle and operates independently at the initial and final stages of the marketing process.

Marketing research is the correct understanding of complex and multifaceted processes that involve these different options. The Marketing Research Association (MRA) is a research organization that identifies, collects, analyzes, and disseminates systematic and objective data in order to improve marketing decision-making by identifying and resolving marketing problems and opportunities.

There are many definitions of marketing research and these tariffs are updated every year. Marketing research has been described by a number of scholars as follows.

**Table 4**  
**Definitions of the concept of marketing research**

Scientists	Definition
F.Kotler	Marketing research is an activity that uses information to connect a seller with consumers, buyers, and the public.
Cherchill G.	Marketing research is the function of connecting an organization with consumers through information. Information is used to identify and identify marketing opportunities and challenges; develop, explain, evaluate and monitor the implementation of marketing activities; is to improve the understanding of marketing as a process
Malxotra N.	Marketing research - is the systematic and objective identification, collection, analysis, distribution and use of data to identify marketing problems (opportunities) and increase the effectiveness of their solution
Paul Green and Donald Tull	Marketing research is the systematic and objective search and analysis of information to identify and solve any problem in the field of marketing.
J.Stanton	Marketing research is the regular collection, recording, and analysis of information about marketing issues to facilitate decision making.
Lamben J.-J.	Marketing research involves diagnosing the need for data and selecting appropriate interrelated variables in which reliable data is collected, recorded, and analyzed. Accordingly, marketing research performs four functions: diagnosing needs, selecting variables for evaluation, providing an external and internal environment, and communicating information to management.
Krylova G.D., Sokolova M.I.	Marketing research is a function that connects consumers, competitors, and the public with vendors through information used to recognize and identify opportunities and challenges, shape, optimize and evaluate marketing efforts, determine the effectiveness of a marketing mix, and improve understanding of the marketing process.
<b>David Lak, Donald Taylor</b>	<b>Marketing research is the application of scientific methods in solving marketing problems.</b>
Maslova Bojuk S.G.	Marketing research is a set of constantly working techniques and resources that provide exclusive information to solve the problems of non-standard enterprises.



Pankruxin A.P.	Marketing research is the regular collection, ordering and analysis of information on various marketing issues, including market development parameters and trends, its reactions to certain marketing actions, as well as the company's market development and marketing management issues, which is the starting point for shaping this marketing strategy.
Vidyapin V.I.	Marketing research is any research activity that meets the need for marketing, ie.It is a system for collecting, processing, summarizing, analyzing, and forecasting data required for specific marketing activities at any level.
Armstrong G	Marketing research is the planning, collection, analysis, and description of information needed in a specific marketing situation in which a company is located.
McQuerry	Marketing research is all the action you take to study the manufacturing markets and their customers.
Mogilnitskaya G.O.	Marketing research is the systematic identification of the scope of information required in relation to the marketing situation facing a company, their collection, analysis and reporting of results.
Parker Holmes	Marketing research is the application of scientific methods and procedures in the study of marketing problems to provide management with up-to-date information to form executive decisions and policies.
American Marketing Association	Marketing research is the function of connecting information with consumers, buyers and the public through the data used to identify and identify marketing opportunities and problems; creating, improving and evaluating marketing efforts; control of marketing work; improving the understanding of marketing as a process. Marketing research identifies the data needed to solve these problems, develops a data collection method, manages and implements the data collection process, analyzes the results, and delivers conclusions and their findings. (Approved in 2017)

Table 4 presents the definitions of marketing research by the author, summarizing the views of these scientists and giving his own author's definition: marketing research is the process of identifying a particular problem using marketing tools, analyzing data and information, developing and implementing marketing measures.

In particular, special attention should be paid to research in such areas as further improving the quality of passenger transport infrastructure and the organization of customer-oriented services, the organization of effective marketing activities aimed at harmonizing the relationship between customer and transport enterprises.

From the definition given to marketing research and the high cost of it, in turn, it became clear that market research and marketing research need to be separated (Appendix 1).

According to DJ Jalolova, who are the five main goals of marketing research? What how much where is and how? is to find answers to the questions. Scientific articles published in the United Kingdom, the United States, and Germany use the synonymous "marketing research" and "sales research" in a broader sense.

The main advantages of investing in marketing research are as follows:

- helps businesses to strengthen their position;
- minimizes any investment risk;
- identifies potential threats and opportunities;
- identifies strengths and weaknesses;
- facilitates strategic planning;
- helps to identify emerging trends;
- helps businesses stay ahead of the competition;
- provides revenue forecasts;
- focused on customer needs and requirements;
- helps evaluate business success against criteria.

The limitations and disadvantages of investing in marketing research are as follows.

**Expensive:** marketing research is very expensive. A lot of money is needed to conduct various market research activities. Large sums of money are required to pay salaries, prepare surveys, conduct surveys, prepare reports, and more. This is not a profitable choice for a small business. This only applies to large companies that can afford it.

**Time-consuming:** Marketing research is a long and time-consuming process. This process involves many important steps. All of these steps are crucial, and not a single step can be ignored or prevented. In



other words, there is no reduction in marketing research. It usually takes at least three to six months to solve a marketing problem.

**Limited scope:** Marketing research solves many business related problems. However, it cannot solve all business problems. It cannot solve problems related to consumer behavior, income and expense relationships, and so on. Thus, its scope is limited.

**Limited practical value:** Marketing research is just an academic exercise. This is mainly based on a hypothetical approach. Provides theoretical solutions and does not provide real solutions to life's problems. Research solutions look good on paper, but they are harder to implement in real terms. Thus, marketing research has limited practical significance.

**Consumer behavior is unpredictable:** marketing research gathers information about consumer behavior. However, these data are not accurate because consumer behavior is unpredictable. It varies depending on the time and mood of the consumers. Consumer behavior is also very complex. It is influenced by social, religious, family, economic and other factors.

**There are no correct results:** marketing research is not a physical science like physics, chemistry, biology, etc., it is a social science. Explores consumer behavior and marketing environment. These factors are very unpredictable. Therefore, it does not give clear results. It gives results, but cannot give 100% accurate results.

**Provides suggestions, not solutions:** marketing research provides information to the marketing manager. The manager guides and advises him.

**Lack of technical staff:** Marketing research is done by researchers. Researchers must be highly qualified and experienced. They need to be hardworking, patient and honest. It is usually done by inexperienced and non-technical people. Therefore, marketing research becomes costly, time consuming, and unreliable.

**Vertical approach:** marketing research studies the problem only from a certain perspective. This does not take into account the general idea. The reasons for the marketing problem are many. The study does not explore all the causes. It only explores one or two reasons. For example, the problem of declining sales. There are many reasons for the decline in service; poor quality, high price, competition, stagnation, consumer resistance, etc., it explores only two reasons, namely, low quality and high price.

**Can be misused by the enterprise:** Sometimes marketing research is misused by the

company. It can be used to support the opinions of a particular person.

**Lack of reliable data:** The quality of a marketing research report depends on the quality of the data collected. If the data is complete, up-to-date and reliable, then the marketing research report will also be reliable. However, it is very difficult to get complete, up-to-date and reliable information. Thus, the lack of reliable data is also its limitation.

As of January 1, 2021, the total number of passengers transported in the transport sector of the Republic of Uzbekistan in 2020 amounted to 5240.4 million. The volume of passenger traffic amounted to 116.7 billion. passenger-km. In the structure of passenger transport by road in 2020, road transport has a leading share, accounting for 99% of total passenger traffic, and the remaining 1% by metro, rail, air and other modes of transport.

Experts from GORTIS marketing research company described marketing research as follows. Changes in the "external environment" and the collection of information about consumers, factors of supply and demand, as a set of measures for competitive action. Competition in the market, as well as the behavior of consumers and businesses in the area of macroeconomic factors affecting the properties. In this context, marketing and administrative decision-making process in order to facilitate the registration of data collection, and analysis to reflect and marketing activities, including information and analysis reflects the type of activities designed to meet the needs of research.

In addition, marketing research is a communication channel that connects the activities of the enterprise with the "external environment".

Marketing research seeks to identify and understand how changes in several elements of the marketing mix that respond to marketing activities affect consumer behavior. Marketing research is understood as the identification of any problem in an enterprise's marketing activities, the development of a research program, data collection, data collection, data analysis, and research-based decision making.

The goal of marketing research is to reduce the uncertainty and risk surrounding marketing decisions.

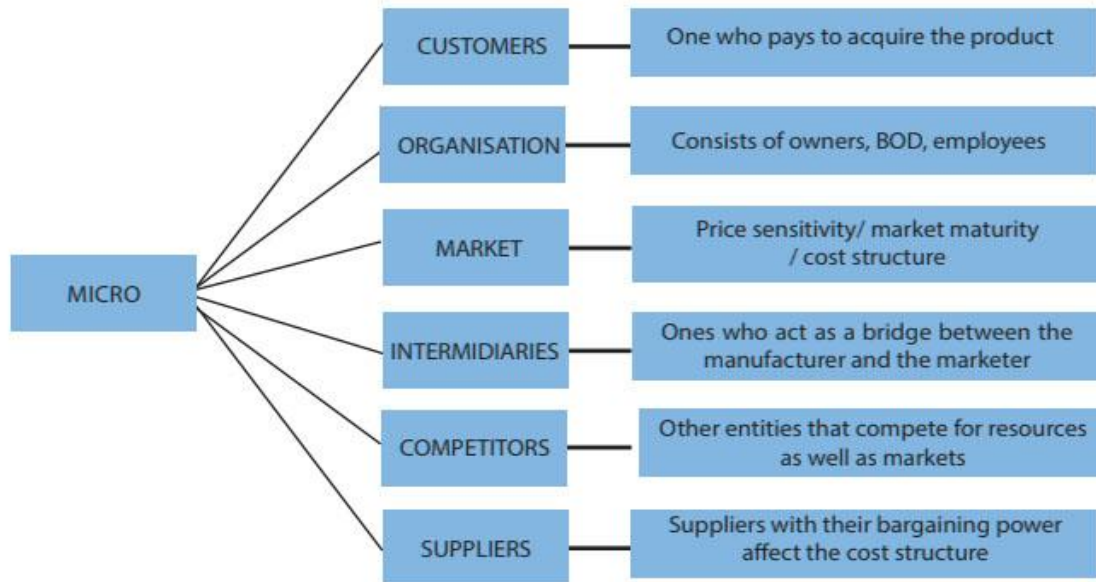
Marketing research is only necessary to obtain information because reliable data, firstly, reduces the risk of making decisions that lead to unfavorable outcomes, and secondly, it is more likely to make decisions with the most optimal results, i.e., optimal for enterprise development.

In the case of internal and external environmental elements, the study of micro-environmental elements, based on the scale of the



enterprise and public transport, is carried out during the SWOT-analysis. The elements of the microenvironment have their own composition as shown in Figure 2. Elements of the microenvironment

consist of enterprise-wide factors in regulating the relationship between an enterprise's consumers, organization, market, competitors, and suppliers.



**Figure 2. Elements of the microenvironment**

The other group is called macro-environmental factors, which include external elements of a company's operations that operate independently of the company's operations but have a significant impact on the company's operations. Elements of the macroenvironment include political and legal factors, economic and physical environment and scientific and technological development, socio-cultural and demographic factors.

Businesses do not manage macro-environmental factors when making plans and strategies, so they adapt to them and take into account the impact of factors.

The analysis of macro environment elements is called STEP or PEST analysis (Figure 3). (Social-Society, Technology-technologies, Economics-economy, Policy-politics).



**Figure 3. The elements of the macroenvironment**

Each of the elements of the macroenvironment and microenvironment can be the object of marketing research. The elements presented in the tables above are individual for businesses conducting marketing research and are important in setting business priorities.

The regularity of marketing research can be divided into two groups. The first group is to monitor their research conducted at certain intervals and identify potential problems in the enterprise.

The second group includes special studies that are temporarily conducted on the problem that has arisen. The difference between these two studies is

the order in which they are conducted. The first group uses a simplified approach to research, data collection, resource generation, and processing based on a ready-made report. The purpose, tasks, methods, methodology of marketing research are developed for the second group.

Table 5 also analyzes the periodicity, purpose, and conduct of marketing research in relation to research areas. The specificity of their behavior is determined by the affiliation of the company to the network, the stage of its life cycle. This can be illustrated in the table below.

**Table 5**  
**Marketing research system<sup>[25]</sup>**

Marketing research periodicity	Field of research	The purpose of the study	Period of research
<b>Permanent</b>	STEP analysis	Assess the development prospects of the types of business developed in the enterprise	Once a year
	SWOT analysis	Evaluate the strengths and weaknesses of the enterprise	2 times a year
	Economic analysis	Assess the competitive position of the enterprise	Every quarter
	Price-Quality-Service (Respondents' inquiry)	Consumer Choice Analysis	Every quarter
	Price-opportunity-learning new types of business	Identify promising business locations	Once a year
<b>Special research</b>	Study of Products (Services): competition, identification of consumer needs, etc.	Product (service) development - definition of product policy	When necessary
	Evaluation system: Bid review, competitor evaluation policy, etc.	Evaluation details	When necessary
	Product (service) system promotion Sales promotion: regular customer retention programs, sales system analysis, competitors, etc.	Development of the advertising movement, development of human resources	When necessary

## CONCLUSIONS

In addition to the type mentioned in marketing research, there are a number of other types. It really depends on the problem posed and the object being studied. For example, short-term forecasting, market potential identification, product packaging study, sales analysis, sales channel study, evaluation system study, advertising and announcements effectiveness, and more. Marketing research is a very complex process. It is very important how well it is defined, resolved and applied to the activities of the enterprise. It is therefore done on the basis of a definite sequence.

In conclusion, it can be noted that marketing research is improving on the basis of the laws of

marketing activities, taking into account the internal and external environment of enterprises.

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