

# COMPETITIVE APPROACH AND MARKETING TOOLS TO THE TRANSPORTATION SERVICES MARKET

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**Abstract.** The article investigates the study of the transport services market through systematic and comprehensive marketing research in the context of increasing competition among transport companies.

**Keywords:** transport, marketing research, transport services, competitiveness.

Transport is one of the most important sectors of the economy, and its stable development is of priority in the system of factors that provide conditions for the development of other sectors, in the implementation of reforms in all spheres of life. The integration of transport and the development of the market of transport services is one of the most urgent topics for modern Uzbekistan. In recent years, large-scale measures have been implemented in our country aimed at developing the field of transport and transport communications, ensuring a high level of safety of transport, improving the management system in the field of transport, and training qualified specialists for the field.

The modern trends of economic development and the implemented reforms show that, taking into account the geographical location of the republic, the formation and implementation of a unified transport policy aimed at ensuring the quality and popularity of transport services, and the introduction of modern technologies and intellectual systems of industry management are of particular importance.

Today, the growth of the country's economy is due to the insufficient development of the transport system and the market of transport services, the existence of systemic problems in this area that have not been solved for many years.

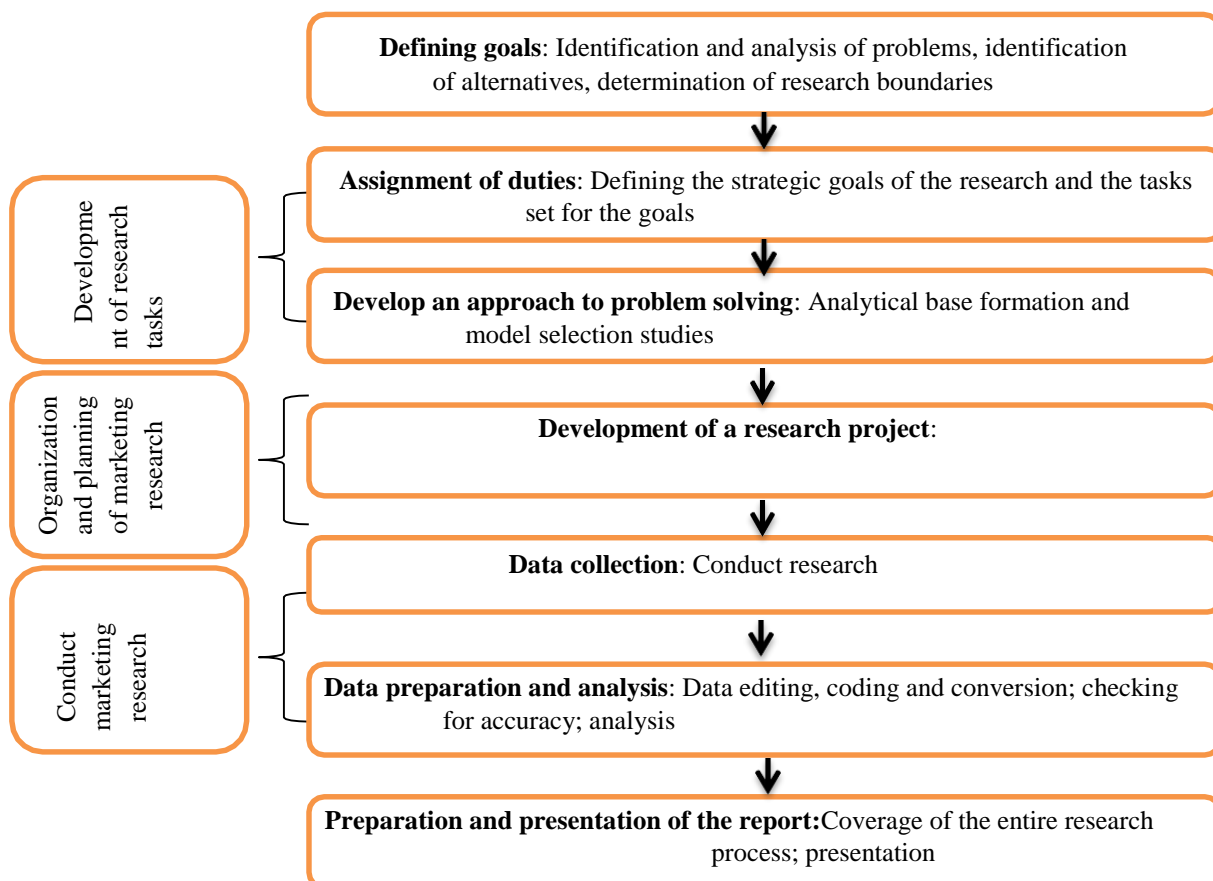
In order to fundamentally improve the system of state management in the field of transport, increase the investment attractiveness and export potential of the republic, ensure the strategic development of transport communications and ensure their stable operation, as well as in accordance with the tasks defined in the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, newly established The Ministry of Transport of the Republic of Uzbekistan serves to eliminate these shortcomings on the basis of the Agency of Road Transport of Uzbekistan .

As a result, in the process of growth in demand for transport, the underdevelopment of transport services threatens the economic growth of some regions and weakens Uzbekistan's influence in the international transport services market, leading to the loss of the country's

competitiveness at the global level .

The specific features of the transport system remain factors such as the new economic conditions of transport enterprises and consumers of their services, the formation of the transport services market and the strengthening of competition between transport market entities. In such conditions, any transport enterprise whose ultimate goal is to make a profit based on the production of the transport service necessary for the consumer, without taking into account the market requirements, cannot develop in a traditional way.

Fig. -1. Marketing research process



In the context of increasing competition among transport companies, it is necessary to study the transport services market through marketing research, which is an effective tool for achieving strategic goals. Marketing research includes market conditions, competitor activity, consumer preferences, information interpretation, and transportation is to formulate recommendations on the development of marketing strategy of service market entities.

Marketing research can be presented in the form of a constantly updated marketing cycle [1], including all stages - from information-analytical research (initial stage) to evaluating the effectiveness of marketing activities based on market activity management (final stage). Stopping more at the stages of research, seven stages can be distinguished that determine the list of tasks solved by marketing research (Fig. 1).

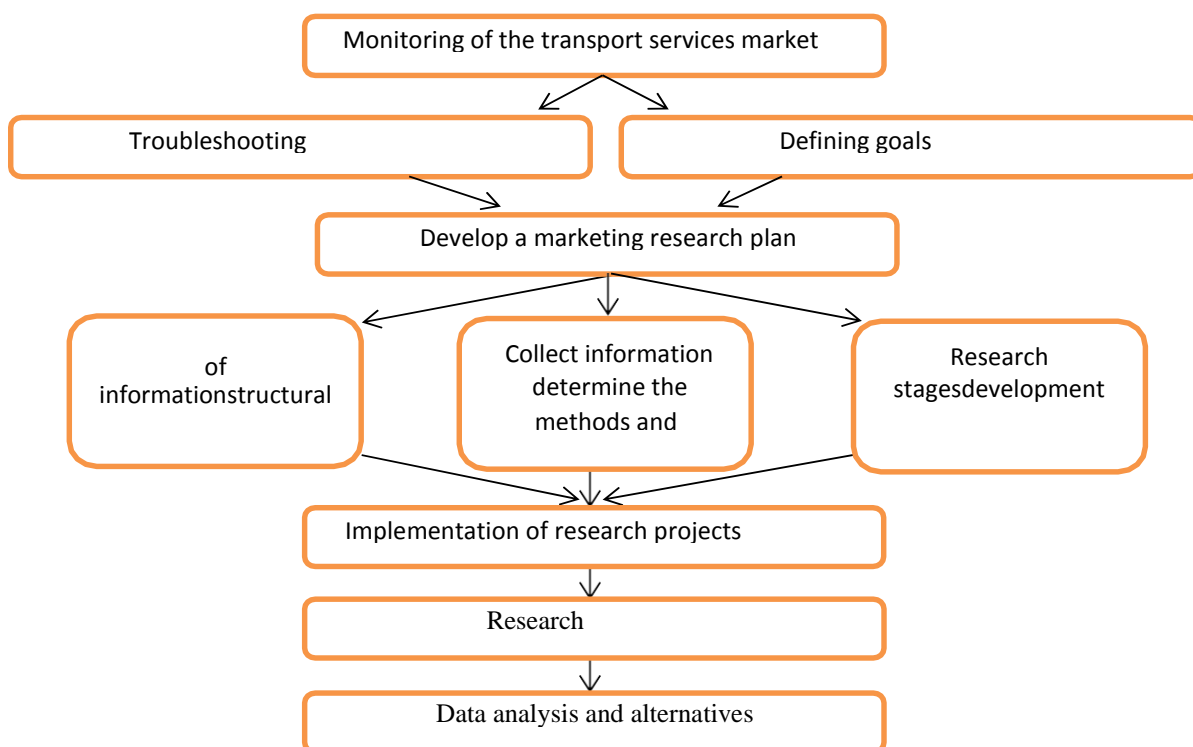
As it was mentioned above, the need of transport service companies in conducting

research of the transport market and direct marketing is determined by the strong competitive environment of this market in the modern conditions of the development of the world economy. The process of globalization, the growth of the world economy and international trade serve to increase the volume of cargo and passenger transportation and the positive dynamics of the services provided at the level of the world and state transport services markets. In addition, the main trend of the market of transport services, which is the rapid development of information technologies in transport enterprises, is not only the need to form a marketing research system in the market of transport services, but also determines the regular development of this system, taking into account the development trends of the market. Usually, the marketing activities of transport services market enterprises are focused on providing and promoting services to consumers, with a high importance on advertising means that influence consumers. Recently, special attention has been paid to the formation of a positive image of the transport company, but, as a rule, these activities are also carried out within the advertising strategy of the company. so that marketing research of the market of transport services can serve as a strategic resource for transport enterprises and a means of forming a competitive advantage in the conditions of information scarcity in the market economy, and as a means of obtaining objective information that can be used to implement an effective marketing policy in general. Depending on the specific characteristics of the service, it is appropriate to classify the marketing research of the transport service according to the nature of the research into "planned" and "unplanned" activities. Planned activities represent a set of marketing research aimed at obtaining a standardized volume of a number of parameters necessary for making tactical and strategic decisions in the transport services market. gives Unplanned studies are usually conducted to solve problems that arise regularly, which are associated with unforeseen problems in the operation of transport enterprises. Unconventional methods of marketing research, which are almost impossible to standardize, come to the fore to solve problematic unplanned problems. In general, the general structure of marketing research of the transport services market is shown in Figure 2.

As can be seen from the picture, the main goal of marketing research is to form a package of strategic alternatives and a general understanding of the structure and laws of market dynamics, as well as to more effectively adapt them to the requirements of the external market environment (demand and final consumer requirements) for market products or services. is to determine the strategic possibilities of marketing subjects. In other words, the main goal (result) of marketing research is the production of marketing information to make decisions on the interaction (communication) of the subjects of the marketing system, which ensures the quantity and quality of services required by the market, meets the requirements of the environment and

the main factors of the consumer.

Figure -2. Marketing research in the transport services market process.



Furthermore, the necessity and importance of marketing research, is strengthened. If you think about the general concept of the structure and laws of market dynamics, this concept of marketing should be based on the general scientific methodology and own marketing methods. The development of the marketing concept of transport services itself and the impact on the process of formation and improvement of the scientifically significant system of competitiveness: essence, power, factors, competitive relations, competitive intensity, segmentation, marketing strategy, internal production systems that ensure a continuous and safe transport process, positioning, demand formation, promotion of sales of motor transport services. When developing a marketing concept, it is important to understand that the competitiveness of transport services should be based on human needs. The main goal of the developed concept is to satisfy consumer needs by studying consumer preferences and encouraging them to purchase services. The concept of marketing is based on the theory derived from the priority principle of the consumer formulated by F. Kotler . Continuing this idea, there is an idea that it is necessary to change the approaches to the tasks of transport and development in modern conditions . One of the possible approaches can consider transport as a part of the socio-communication system of society, one of its goals is not production, but the actions of man and his self-organization and the development of interaction of society with the environment at different territorial levels. need

In conclusion, it can be said that the essence of the concept of competitiveness of transport

services market entities, which should be developed on the basis of a complex of marketing research, is to work with consumer values, to determine the needs of business entities of target markets and to achieve service to consumers that is more efficient and effective than competitors. Marketing research is the most effective means of obtaining market feedback, which allows for a comprehensive approach to concept development and word-of-mouth competition strategy development. It should be noted that this issue is relevant not only for organizations of the commercial sector, but also for the implementation of various public and social projects.

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