CONVENIENCES CREATED TO PASSENGERS WHEN USING PUBLIC TRANSPORT SERVICES

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Abstract: *Based on the research, the improvement of marketing decisions, the benefits of using public transport services for passengers, the importance of public transport in foreign countries are highlighted. Service, employee (e.g., driver) behavior, adequate information, vehicle quality, individual corridors and timetables, factors influencing passenger satisfaction were analyzed.*

Keywords: *transport; public transport; marketing research; marketing strategy; passengers; public transport*

INTRODUCTION

Transport is the basis of city life. This is one of the variables that decide the shape and financial development of the city. The mobility and convenience of the transportation system affects the sphere of social and monetary movements in developing countries, the shape and size of urban communities, lifestyles and pace. Due to several issues such as the level of urbanization and population growth, the development of cities, the distribution of convenience and activity, there has been an increase in the demand for motorized transport. Existing public transport facilities cannot meet the demand in developing countries for several reasons, such as poor quality of public transport passenger journeys, poorly maintained roads and other infrastructure facilities. In today's society, due to continuous growth in the urban planning network and competition for limited space, residences, places of study, and work in daily life are more distant, and recreation, shopping, and other types of social activities are more important [1, 2, 3, 4, 5, 6].

Transport demand in most major cities of the world can be met only with a high-quality public transport system. Requirements for bus, rail, underground and tram systems are characterized by reliability and efficiency as the main factors. Service uptime and network capacity will be expanded to better meet needs. In addition, most metros are trying to provide more incentives for citizens to leave their cars at home and use local transit systems instead. The reasons for this are known to everyone. Not only does a public transport system make good economic sense when used well, most cities with high car dependency face at least three major problems; safety, traffic and pollution (noise and air pollution, land segregation, etc.). It is generally recognized that a carrot and stick approach is needed to reduce car use and increase public transport use. An example of this is the London Congestion Charging scheme, as all revenue raised by the scheme is used to

improve bus and tube services[2]. Improving the quality of transport services for the population, improving the management of marketing activities in the public passenger transportation system in cities is one of the main problems today. Due to the social importance of this problem and its impact on political stability in society, it is necessary to pay special attention to the public passenger transportation system and to conduct marketing research in the market. Identifying modern development trends and justifying the need to manage marketing activities in the public passenger transportation system in cities, studying the urban passenger transportation market, determining the needs and preferences of users of passenger transportation services, demand for public passenger transportation services to develop methodological recommendations on the formation of consumer preferences, to use a systematic approach, observational methods, comparison, analysis and synthesis, induction and methods such as discounting, social, economic and statistical method and expert evaluation method were used. Urban and suburban passenger transport is the most important part of market infrastructure. Its stable and effective operation has a great impact on the social environment of cities and the country as a whole. Therefore, a new approach to this issue is necessary in market conditions. We can conclude from the objections and opinions of the population that the issue of managing marketing activities in the passenger transport system is currently not sufficiently covered. Various business entities participate in the organization of transport services to the population, which requires certain efforts to coordinate their interests, and the activity and development of passenger transport forces research into the formation of a marketing management system. Before improving marketing management, we should pay attention to the following types of service [7, 8, 9, 10 , 11, 12, 13]:

- information services (providing visual and audio information about the place and time of departure of vehicles in medical centers, enterprises and organizations, passenger rest areas, etc., timetables, tariffs, transportation rules, etc.);

-advertising services (providing passengers with information about bus enterprises and other additional income-generating enterprise products);

- logistic services (control of bus speeds and on-time arrival times at stops, boarding and alighting, modernization of bus conditions). When organizing transportation services, it is important to consider the following consumer (passenger) requirements:

- adaptation of the offered services to the specific requirements of consumers of transport services (passengers);

- correctly forming the demands and needs of consumers (passengers) in order to sell transport services most effectively. Solving the problem of increasing the level of transport services to consumers is closely related to the quality of the services provided. The quality of passenger transport services is defined as the conformity of the consumer characteristics of the service with the market requirements and is evaluated by the difference between two conditional values - the requirements of the passenger and the

actual parameters. This difference shows the level of passenger service quality [3-5, 14, 15, 16, 17, 18].

Among the most important parameters of the quality of passenger transport services are:

1. Security.

When providing services, the driver must ensure compliance with safety requirements for the life and health of citizens and the environment.

2. On time and speed.

The driver must carry out the transport in accordance with the established schedule, other requirements for the time and speed of vehicles provided for in the transport contract.

3. Convenience, ethics and aesthetics.

When providing a transport service, the driver must ensure compliance with the conditions of passenger service in the vehicle, as well as the requirements for initial, intermediate and final checkpoints [19, 20, 21, 22, 23, 24]:

- the number of passengers in the vehicle must be in accordance with the capacity standards specified in the transport contract (if provided for in the contract), as well as in the technical description of the vehicle;
- executive employees must comply with generally accepted norms of behavior (politeness, kindness, speech culture, appearance);
- the rooms of motor vehicle salons, parking points, bus stops and passenger bus stations should be clean, aesthetic, illuminated, there should be no malfunctions that harm the health and property of passengers;
- registration and maintenance of vehicles, parking spaces, bus stops and passenger bus stations, the appearance of employees must correspond to the generally accepted norms and corporate style of the executive;
- the temperature, air content and noise level in cars and stations should be in accordance with the established norms .

4. Complex.

In providing the service, the carrier must ensure the fulfillment of all components of the technological content of the service, as well as provide services related to the content and requirements specified in the transportation contract.

5. Information and Reliability.

In the process of service, the carrier, departure (arrival) of passenger vehicles, baggage, route, locations of fire extinguishers and first aid kits, locations of emergency exits and methods of opening them, communication with the executive should provide complete and reliable information about the methods. The problem of improving the quality of public passenger transport services and, as a result, increasing passenger demand for these services, is of particular importance. A large part of the world's population uses public transport as their main form of transport. Public transportation can

include buses, trains, or even ferries. The dominance of public transport in a country is influenced by the cost of vehicle ownership, the efficiency of the transport network, the availability of transport infrastructure and legislative policies. Hong Kong has the highest use of public transport, with 80% of the population preferring this mode. Hong Kong is very congested and the government imposes high taxes and parking on imported vehicles and bans private vehicles. However, Hong Kong is not a sovereign country, but a special administrative region of China. Below are the countries that use public transport the most [24, 25, 26, 27, 28]:

Kenya

About 63% of the Kenyan population uses public transport. The advantage of using public transport in the country is due to the high cost of owning a vehicle, expensive fuel and poorly developed roads. The capital of Nairobi is experiencing massive traffic jams. Roads are the main form of public transport, as railways are largely undeveloped. In 2017, the first modern railway service was launched in the country to reduce road congestion and reduce the cost of public transport.

Russia

About 57% of Russians use public transport. Public transport is popular in the country because it is cheaper, faster and more spacious. Russia has a huge network of railways, highways, and air routes. Excellent road and rail systems serve major cities including St. Petersburg and Moscow. People prefer to travel long distances by train because it is cheaper and much safer considering that the country's roads are some of the most dangerous in the world. Buses and trams offer transport to people living near cities and help reduce road congestion.

Venezuela

About 56% of people in Venezuela use public transport as their preferred means of transport. Owning a vehicle in the country is expensive because of taxes on imported vehicles. Although the state has the lowest gasoline prices in the world at $0.02 per liter, per capita income is low and unemployment is high. Therefore, people cannot afford to buy vehicles. The road system is more developed than in neighboring countries, and public vehicles are given priority in road use (Figure1).

Seate	Country	Use of public transport (%)
1	Kenya	67
2	Rossiya	65
3	Venesuela	63
4	Ukraina	60
5	Fillipin	56
6	Koreya	55
7	Turkiya	54
8	Peru	52
9	Kolumbiya	51
10	Chili	41

Figure 1. Countries with the highest use of public transport.

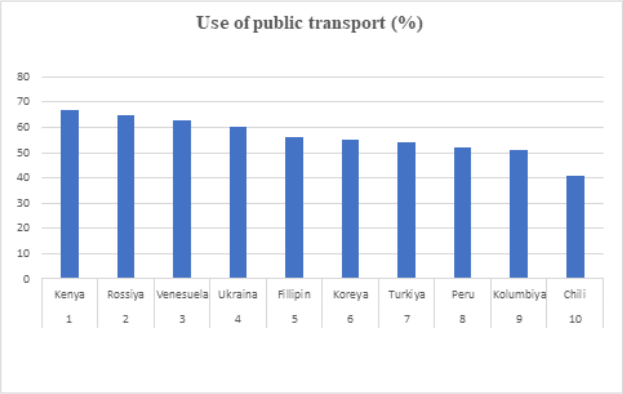

Figure 2. Countries with the highest use of public transport.

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One of the factors that is consistently overlooked, but is the largest contributor to greenhouse emissions, is personal transportation, specifically the driving of private cars. People living in densely populated cities feel the effects of vehicle emissions. With lung-busting technology and a rapidly expanding middle class, car ownership is expected to skyrocket. This means that the universe will be more polluted than ever. The only way to reverse this trend is to adopt public transport. Effectiveness of using public transport: One advantage of public transport is that it is a very efficient mode of transport, which means that a large number of people can be transported in each vehicle. Compared to cars, it is much more efficient because less emissions are produced per passenger; Public transport is also cost-effective, as it is cheaper to transport many people in one vehicle than if everyone uses their own car [5-7, 27, 28, 29, 30];

When it comes to greenhouse gas emissions, public transport is much more environmentally friendly than cars. This air pollution is not only unpleasant and reduces the quality of life for many people, but it can also cause serious health problems such as asthma or other lung diseases. Thus, by using public transport instead of cars, the problem of air pollution can be mitigated more effectively. As global warming becomes a serious problem in the near future, it is advisable to use public transport; Cheaper than your own car. If you consider not only fuel costs, but also repairs, maintenance, etc., public transportation is much cheaper per person than a private car. So, especially if you're on a budget and need every penny, you might want to use public transportation instead of

owning a car, as it can save you a lot of money over time. You can work while using public transport. Another upside of public transport is that you can work while commuting to your workplace or university. For example, if you work in a demanding job and you have to work long hours, you can work a little while commuting on public transport so that you can get out of the office in the evening. So, public transportation can be a more efficient use of your time compared to sitting in our car and paying attention to traffic. So, if you live in one of those crowded cities, you can get to work and home faster than using your car, where you can spend more time with your family or friends. Reducing public health problems Air pollution from the use of automobiles can have a significant negative impact on our health [29, 30, 31, 32, 33, 34].

Due to significant air pollution, the possibility of lung and cardiovascular diseases is high, which can significantly reduce life expectancy. In addition, driving often means a significant level of stress for many people, as they are often stuck in traffic. This can make people's health worse because stress is known to be a big factor in health. Therefore, by avoiding driving and using public transportation instead, you can protect your health and reduce the risk of serious health problems over time. If you use public transportation such as buses or trains, you are likely to come into contact with many people over time. You can chat with them, and maybe even make new friends, especially with people you see regularly and have the same schedule as you. This way, you can stay social by using public transport instead of using your own car. Another benefit of using public transport instead of your car is that you are not responsible for maintenance at all. You can use public transport as needed without worrying about maintenance and other issues.

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