

THE ROLE OF MARKETING STRATEGIES TO INCREASE THE ATTRACTIVENESS OF THE TASHKENT METRO

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Annotation: Based on the creation of a comprehensive system of public transport, Tashkent city aims to fully satisfy the demands of the population and business entities for transport services by increasing the competitiveness of metro services and the efficiency of using the metro and its transport infrastructure. This article provides analysis of the usage of metro in Tashkent and suggests solutions.

Key words: metro, transport services, economy, consumers, transportation.

Аннотация: На основе создания комплексной системы общественного транспорта город Ташкент ставит задачу полного удовлетворения потребностей населения и субъектов предпринимательства в транспортных услугах за счет повышения конкурентоспособности услуг метрополитена и эффективности использования метрополитена и его транспортной инфраструктуры. В данной статье проводится анализ использования метро в Ташкенте и предлагаются решения.

Ключевые слова: метрополитен, транспортные услуги, экономика, потребители, перевозки.

Annotatsiya: Toshkent shahri jamoat transportining kompleks tizimini yaratish asosida metropoliten xizmatlarining raqobatbardoshligini, metropoliten va uning transport infratuzilmasidan foydalanish samaradorligini oshirish orqali aholi va tadbirkorlik subyektlarining transport xizmatlariga bo'lgan talabini to'liq qondirishni maqsad qilgan. Ushbu maqolada Toshkent shahridagi metropolitendan foydalanish tahlili berilgan va yechimlar taklif qilingan.

Kalit so'zlar: metro, transport xizmatlari, iqtisodiyot, iste'molchilar, transport.

Introduction

The experience of the developed countries of the world shows that the increase in the importance of transport services in the economic and social development of the country increases the transport mobility of the population and lays a solid foundation for the stable development of the economy. Today, public transport is distinguished from other industries by a highly competitive environment. Due to the strong competition, it is necessary to focus on the quality of services provided by public transport, including the transportation system of the Tashkent metro, to meet the needs of consumers according to the needs of the modern transport market, types of services, convenience in the process of using passenger transport services.

1. Analysis of the macroenvironment of metro

To achieve a clear result on marketing activity, it is appropriate to analyze the factors affecting the macro environment of the metropolitan activity.

1.1. Target segment analysis

The volume of passenger traffic is primarily influenced by the number of people living in that area. The increase in the number of permanent residents of Tashkent city and the number of daily passengers entering the city in recent years also increases the demand for public transport services. In 2016, the permanent population of Tashkent city was 2.4 million. made up 2.7 million people by the end of 2021. formed a person (Fig. 1). The daily socially active population is 1.7 million in 2016. from 2.0 mln. reached In addition, the number of daily socially active population arriving from other regions will reach 1.4 million by the end of 2021. established a person. As a result, 3.4 mln. there is a socially active layer of the population that moves daily.

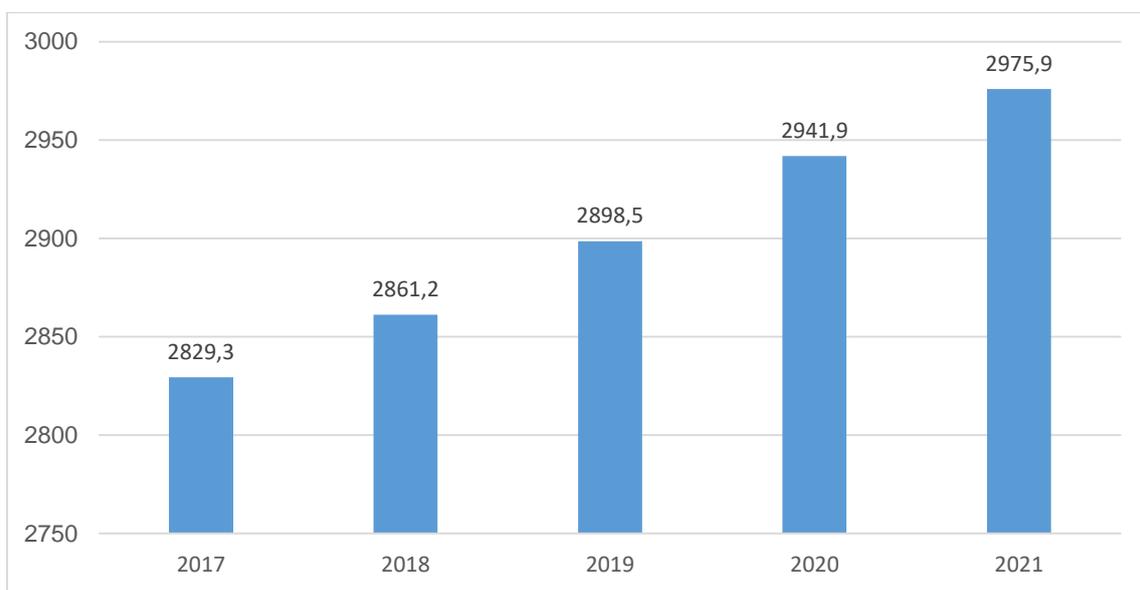


Figure 1. The dynamics of changes in the population of Tashkent city (thousands of people)

If we analyze the population of Tashkent by age group, it can be seen that in 2023, there is a large number of people aged 8 to 15, and 40 to 49 years old (Figure 2).



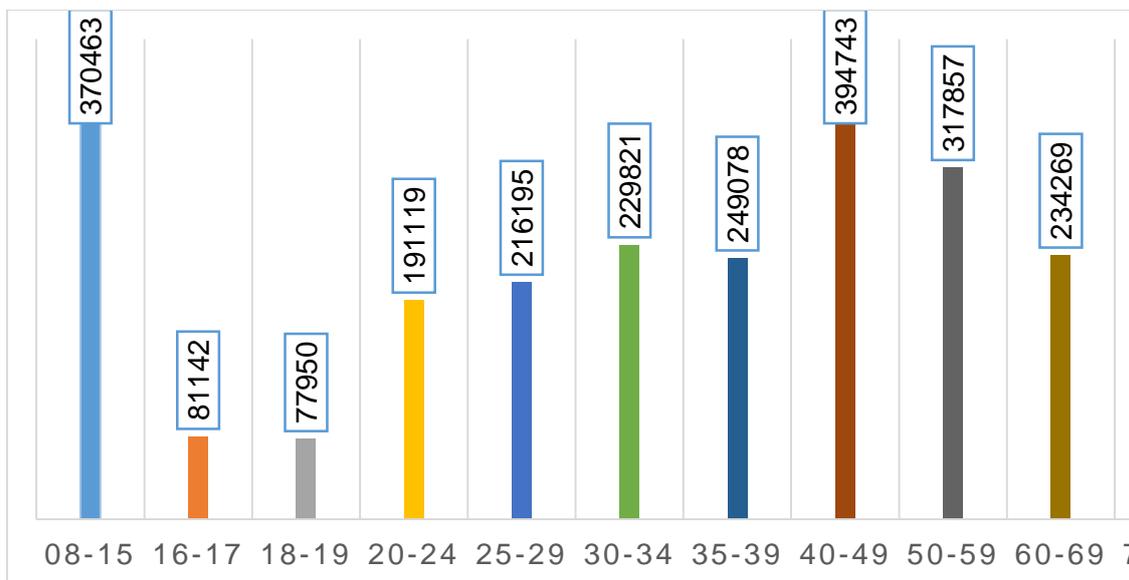


Figure 2. Tashkent city population by age group (2023)

The analysis of the level of use of vehicles by residents of Tashkent shows that 65% of the population use private vehicles, 14% use buses, and 13% use metro services.

The fact that more than two million people use private vehicles shows that there is an opportunity to attract even more consumers because of the proper organization of marketing activities by the metro.

There are many facilities that make this population mobile. There are 105,603 enterprises and organizations of various types in the city of Tashkent (Figure 3). This shows that the population visits these facilities for work, study and recreation purposes, the mobility of the population and its need for transport are high.

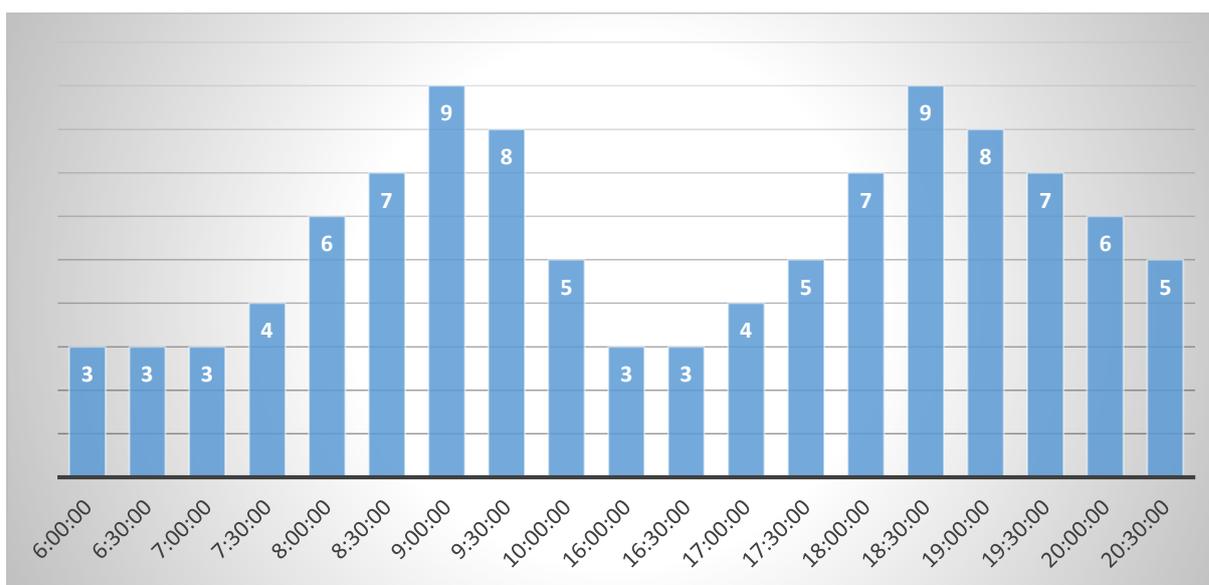


Figure 3. Traffic jams in Tashkent city (hourly, points)

If we consider that the places of work are in the city center, and the places of residence are on the outskirts of the city, it takes an average of 30-35 minutes between 08:00 and 10:00 in the morning to cover 10 km.

1.2. Competitive environment

Tashkent metro is the only means of transport intended for underground and above-ground passenger transportation in the city, and its operation in any weather conditions, and the fact that it is not affected by traffic jams in the city, is an advantage that positively affects its rating and serves as one of the methods of attracting the relevant contingent of consumers.

Considering the fact that the metro is located in Tashkent and specializes in passenger transportation, its competitors are buses, minibuses and taxis.

Currently, the average daily travel time of buses from the first stop to the last stop is 52.8 minutes, and the average travel distance is 18.9 km. A total of 1248 buses and 20 electric buses are serving 140 routes.

The metro connects 140 routes with 9 branch stations, 27 intermediate stations, repeats 42 bus routes.

As a second competitor, it is possible to include directional taxis. Today, 751 minibuses operate on 67 routes. Average daily distance is 15.98 km. Routed taxis do not have a fixed time schedule, they move according to the passenger flow.

Third, there are non-competitive taxis, with 10,212 taxis operating, and there are also informal ones. The price of this type of service is negotiated with the passengers, the prices depend on the distance and part of the day, the time of travel is determined based on the passenger's order.

2. Analysis of the microenvironment of metro

There is almost no marketing activity in the Tashkent metro, there is only an official website called <https://tashmetro.uz/>. The last information was entered on February 21, 2020 in the "Development of the Metropolitan" column.

It is known that when a consumer is looking for information about a product or service, he first of all refers to the official website. In this sense, the official website of the Tashkent metro requires improvement. First of all, the information on the site is only in Russian (Figure 4), there is no option to choose other languages except that there is no information in Uzbek and Russian languages.

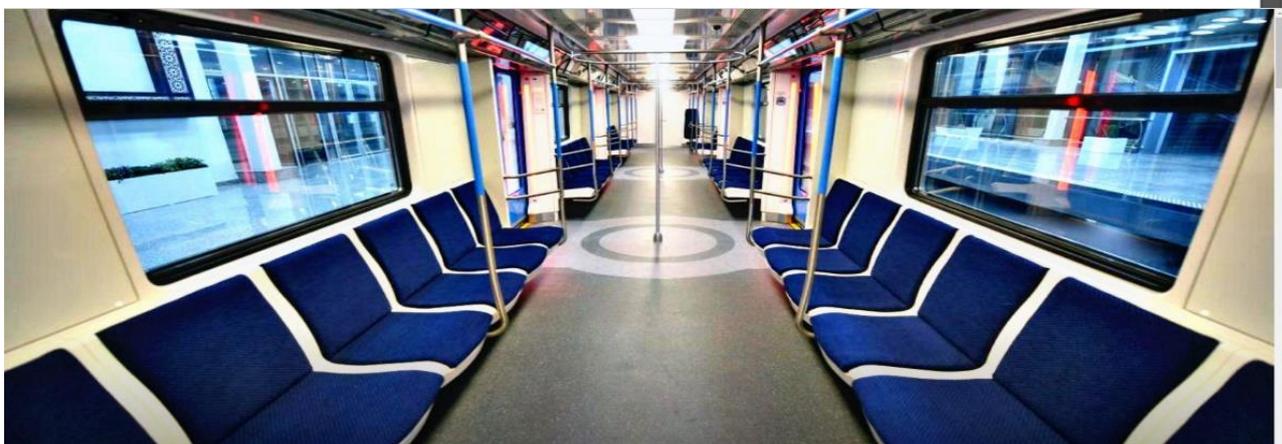


Figure 4. Official site of the Tashkent metropolitan (main menu)

In addition, the site is not accessible through mobile devices, the loading level is heavy. When analyzing this site through the Yandex and Google platforms, it was found that its quality level is zero, the used contexts are not placed correctly, the passwords are small, and the classification of each page in the site is not provided.

At the same time, there is no information about the metro routes on the "SCHEMA METRO" page, which can provide information to passengers (Figure 4).

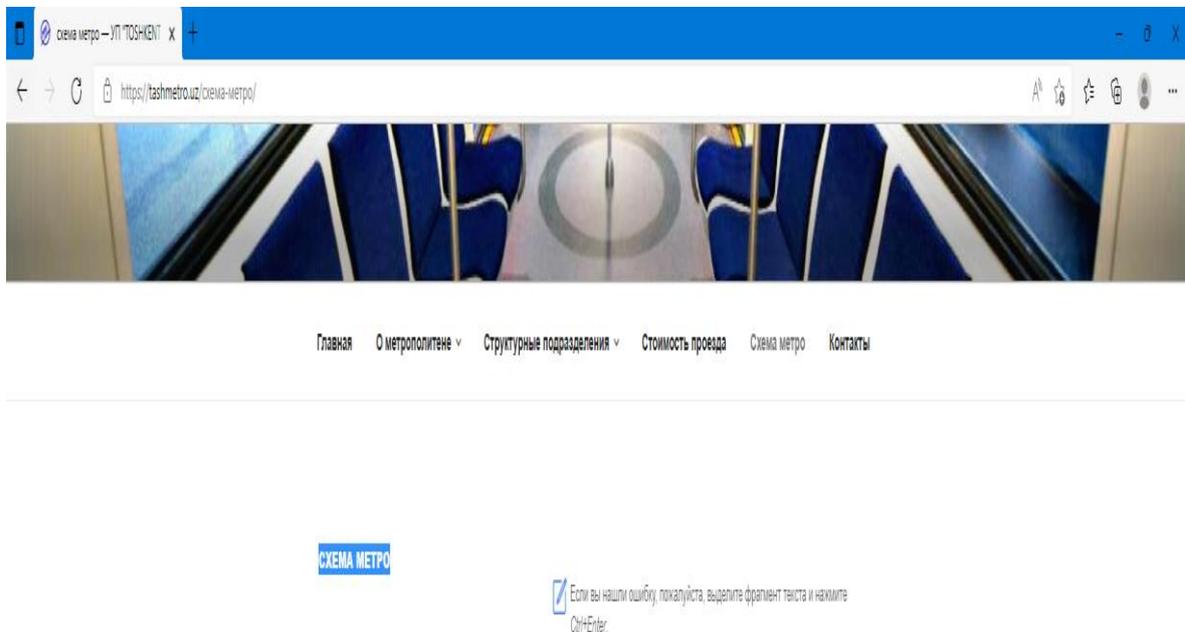


Figure 5. "Schema metro" page of the Tashkent metro website

2.1 Analysis of the working process of metro (SWOT analysis)

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> - the existence of a state support policy; - readiness for development; - developing infrastructure; - the uniqueness of the network. | <ul style="list-style-type: none"> - lack of highly qualified specialists; - lack of specialized laboratory bases; - lack of research and PR activities; - lack of information on the official website; - lack of navigation indicators at metro stations. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> - promotion of metro brand; - development of passenger service infrastructure; - equipping subway entrances and exits, stations and carriages with modern | <ul style="list-style-type: none"> - the possibility of changing normative legal documents; - increasing the level of competition in the transport market; - wear and tear of the main part of |



| | |
|---|-----------|
| equipment; - to improve the image by organizing advertising activities; - the possibility of organizing tourist routes from the stations built in the national spirit; - increase in the number of permanent residents, enterprises and organizations. | vehicles. |
|---|-----------|

Based on the results of the analysis presented above, it can be said that in order to increase the attractiveness of the Tashkent metro, based on the needs of passengers, it is necessary to improve the existing site structure and expand the possibility of providing understandable information about the metro activity. To solve these problems, it is necessary to make extensive use of marketing tools.

3. Developing marketing strategies

Centuries-old traditions of the people of the Tashkent metropolitan area, based on the changes in the transport system of the city of Tashkent, the following questions should be found in order to develop marketing activities aimed at increasing the attractiveness of the metropolitan area using its existing opportunities:

| Questions | Answers |
|---|---|
| What does Tashkent Metropolis do (what does it realize)? What is the main purpose of Tashkent metro? | Delivering passengers to their destinations on time, comfortably and safely, and providing additional services. |
| Who is Metro's target audience? | Permanent residents of Tashkent aged 8-74 and guests visiting Tashkent. |
| What is the main requirement of the metropolitan target audience? | Reach their destinations safely, conveniently and on time. |
| How to achieve effective results? | Efficiency is achieved through: <ul style="list-style-type: none"> • Improvement of marketing and PR activities to communicate the changes happening in the metro to consumers in time; •• Continuous study of consumer demand, offering additional services based on it; Carrying out various activities in order to establish warm relations with consumers; •• Use of metro stations as tourism facilities in order to attract additional customers; •• Regular training of Metro employees. |



Based on the above information, the mission of the metro station is to increase the prestige of the metro station based on the implementation of high-quality and safe passenger transportation works in the transport market based on customer requirements.

On the basis of the above analyzes and the metropolitan mission and marketing strategies, marketing measures aimed at increasing the attractiveness of the metropolis were developed.

3.1 MARKETING EVENTS

An event to create an environment for "Informing Consumers".

Target audience: buyers from 8 to 74 years old - permanent residents of Tashkent and visitors to Tashkent.

Event duration: permanent.

The purpose of the event: to increase the attractiveness of the Metropolitan by providing timely information to consumers.

The essence of the event: to provide news and information related to the activities of the Metropolitan Municipality to the consumers, to organize the Metropolitan Pages on the Telegram channel, Facebook, Twitter, Instagram and YouTube social networks and to constantly enrich them with news.

Event efficiency: 8,000-10,000 additional consumers will be attracted to the metropolitan area by opening their pages on social networks.

4. The ways to reach broader audience

"Open Day" event is promoted so that broader audience was aware of the metro.

Target audience: buyers from 8 to 74 years old - permanent residents of Tashkent and visitors to Tashkent.

Period of the event: determined based on the number of consumers.

The purpose of the event: to raise a positive opinion about the metro among consumers.

Information dissemination channels: mass media, metropolitan website, Telegram channel, Facebook, Twitter and YouTube pages.

4.1 How are all these steps done?

1. An application window for participants of metro tours will be established on the Metropolitan website. When there are 20 people out of the number of applications, the excursion is scheduled on weekends and holidays. The tour started from a metro station and will be held in different places of the metro, without affecting the operation of the metro and safety. Information about the objects on the route agreed with the metropolitan management is provided.

2. A 15–20-minute video will be shown on metro facilities not included in the tour route.

3. Booklets and flyers with information about the metro will be distributed to the participants.

4. It is covered through the channels of information distribution.

Event Performance: Supplement to Metropolitan 1000-2000 consumers will be attracted.

5. Conclusion

By dividing the activities carried out by the Metropolitan into 4 directions, the organization of work on this basis will increase the effectiveness of individual and synergistic



activities. As a result of the joint implementation of these activities, it will be possible to increase the number of daily transported passengers to 130,000 passengers. Based on the creation of a comprehensive system of public transport, Tashkent city aims to fully satisfy the demands of the population and business entities for transport services by increasing the competitiveness of metro services and the efficiency of using the metro and its transport infrastructure.

Implementation of the concept covers the following priorities:

- to increase the institutional efficiency of the organization and management of metropolitan activities;
- implementation of the unified policy of public transport development of Tashkent city;
- carrying out a balanced tariff policy;
- formation of its competitive advantages by increasing the attractiveness of using the metro;
- improving the quality, convenience and efficiency of public services
- Optimizing metro operation with other types of public transport and increasing the level of use of its potential.

If all these steps and trials are properly done, the effectiveness and the attractiveness of the Tashkent metro will increase.

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