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The perspective for the research of local transport problems in the EU Member States

Zarys badania problemów transportu lokalnego w państwach członkowskich UE

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The constant evolution of public transportation in European Union Member States requires a deep understanding of the needs, preferences and dynamics of the carpool. In this context, the analysis of the transport market is becoming increasingly important. Such surveys not only reflect the pulse of current mobility developments, but also provide insights into the interactions between innovation usage, customer satisfaction and pricing in public transportation. In the course of such study, qualitative and quantitative research methods can be combined in order to draw a comprehensive picture of market realities. The analysis follows the economic principle of supply and demand and aims not only to address current challenges, but also to develop future-oriented strategies for efficient and customer-oriented local public transport.

In this research note, I would like to propose the perspective for studying local transport problems in the EU Member States.

Research component

The topic of proposed research is derived from the broad spectrum of offers on the transport market and concerns, in particular, local public transport and combinable mobility offers that can be transported in accordance with the regulations. Furthermore, the research topic is related to the effects of disruptive innovations in the transport industry on local public transport. It looks at developments in demand due to climate targets,

national law (such as the German Climate Protection Act) and funding programmes for electromobility, innovations in the automotive industry and political initiatives influencing local public transport. The coronavirus pandemic, home office phases and the sustainability trend are leading to changes in mobility behaviour.

The study also examines capacity utilisation in public transport. The research problem comprises the adaptation of local public transport to innovations and increasing demand. It looks at the interaction between sustainable products, the growing need for convenience and the impact on individual transportation.

The study's aim is to identify efficient innovations for rapid transport transition and to explore consumer needs in connection with ticket purchases. Problems such as forecasting usage and utilisation in public transport are addressed through qualitative and quantitative research parts to develop a holistic market analysis approach.

The research task is a comprehensive evaluation of innovations in local public transportation in order to identify opportunities and risks. Potential offers are categorised on the basis of defined criteria that are suitable for both technological analysis and customer analysis. The evaluation considers positive factors as opportunities and identifies potential risks. The multidisciplinary analysis leads to recommendations for action to make local public transport fit for the future and maximise social benefits. The research objective is to find the options to compensate for demand needs through innovative solutions, such as sustainable and efficient mobility in urban areas, in order to identify opportunities for innovative, effective and sustainable mobility.

Qualitative and quantitative methods of empirical research can be utilised to investigate the research topic, supplemented by literature research. A mix of methods is used to answer the research questions in order to gain a comprehensive understanding of the impact of disruptive innovations on local public transport. It is important to identify the opportunities and risks of the innovations deemed to be most suitable from the expert perspective. Market acceptance is examined through quantitative analysis, in particular customer satisfaction, and both methods are summarised as opportunities and risks.

Research section – quantitative demand

In quantitative research, the focus is on the demand side, in particular the analysis of aspects such as acceptance, needs and wishes of the population. The quantitative research aims to test the qualitative research results with the help of hypotheses. This is done by analysing the data sets described below. The data from the market survey is used to answer research questions relating to current mobility developments. The survey can be conducted every six months and contains both basic and variable questions. The 10–15 minute interview survey aims to generate data on satisfaction with local public transport, fares, means of transport and distribution channels. The question of innovation use in relation to customer satisfaction is explored, based on the increasing level of digitalisation and politically initiated measures to increase the use of public transport. The analysis also refers to the impact of value for money on user satisfaction, as well

as the use of car sharing, rental bikes (bike sharing) and their influence on customer satisfaction in local public transport.

The quantitative research questions, such as the influence of the availability of promotional tickets on customer satisfaction or the development of the use of digital ticketing systems and their impact on customer satisfaction, combine innovations in local public transport, customer satisfaction and price. The annual comparison enables conclusions to be drawn about customer satisfaction in the event of price changes.

Economic aspects of supply and demand: This market survey and its analysis are in line with the fundamental economic principles of supply and demand. These principles are central for understanding how markets is functioning in economy.

Supply and demand in economic context: The supply and demand model describes how the price and quantity of a good or service are determined on a market. On the supply side, the survey analyses the quantity of local public transport services provided by transport companies. The demand side reflects the preferences, needs and wishes of the respondents regarding these services.

Balance of supply and demand: The aim of the survey is to obtain information on how well the local public transport services meet the needs of the population. The analysis of customer satisfaction, innovation usage and price influence helps to understand the balance between supply and demand. If customer satisfaction is high, this indicates a well-coordinated offer.

Pricing and use of innovation: The supply and demand model suggests that high demand combined with limited supply can lead to higher prices. With regard to local public transport, the analysis demonstrates how innovations influence supply and pricing. Increased use of innovation could influence demand and affect the balance between supply and demand.

Relevance of market research data: Market research data is important to quantifying and understanding supply and demand. It provides insights into consumer preferences and needs, allowing providers to customise their services accordingly. By analysing customer satisfaction, innovation usage and price impact, the data can be used to help market players optimise their offers and meet consumer demands. This not only contributes to the efficiency of the market, but also promotes sustainable and satisfactory use of public transport services.

Conclusion

The market survey embedded in the economic model of supply and demand will provide a crucial insight into the dynamics of public transport. The analysis of customer satisfaction, innovation usage and price influence allows to assess the balance between the provided services and the needs of the population. The results of this survey not only provide valuable insights for transport companies, but also help to optimise the service and adapt to changing consumer preferences. The economic principles of supply and demand underline the importance of these findings for the creation of efficient and

satisfactory public transportation. The comprehensive analysis of quantitative research data provides not only answers to current questions, but also creates a basis for future strategic decisions in public transportation. By linking innovation, customer satisfaction and pricing, the market can better respond to the needs of the population and ensure sustainable and effective mobility.

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