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EVALUATION OF MOTOR TRANSPORT SERVICE COMPETITIVENESS

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The article presents the analysis of the main methods of evaluation of motor transport service competitiveness, lists the main approaches to determining the factors of motor transport service competitiveness and the methods for calculating the complex index of competitiveness.

The development of the transport service market, the increase in the number of carriers leads to the fact that the shipper faces the task of selecting the most optimal variant of transport services. This, in its turn, leads to the need for a qualitative evaluation of the transport services provided. Transport companies also need to appraise the competitiveness of their services in order to determine the direction of further development of the organization and the service provided, and to establish tariffs for services.

Competitiveness is the ability of a service to withstand another similar service on the market in terms of the totality of its qualitative and cost characteristics, from the point of view of specific consumers [1, p. 23].

Competitiveness can be viewed from a theoretical point of view as the efficiency level of the application of economic resources by an economic entity in comparison with their use by competitors.

Differential and multipronged methods are used to appraise the service competitiveness.

The differential method is based on the use of single indicators. This method allows you to determine whether the level of competitiveness taken as a whole is achieved or not, by what criteria it has not been achieved, and in what criteria there is the greatest deviation [2, p. 108].

The multipronged method is based on the use of single, group and integral indicators. The method provides a generalized evaluation of the level of service competitiveness in general and at the expense of each factor. There are the following varieties of the multipronged method [2, p. 108]:

- analytical: Rosenberg's model and ideal point model, model based on sales volume, integral index, etc.;
- graphic: BKG matrix, M. Porter matrix, market attractiveness models, competitiveness polygon, etc.

The calculation of the integral indicator (a variety of a multipronged method) is mainly used to appraise the competitiveness of motor transport services. The simplest method is the sum of seats. The implementation of this method assumes the determination of the main factors of the formation of competitiveness and assumes evaluation their rating for the aggregate of the compared objects. The sum of ranking score for all factors determines the overall rating, and, consequently, the level of competitiveness of services. Disadvantages of the method are: subjectivism in the justification of the factors and their ranking score, a lack of consideration of the significance of service characteristics.

For an objective evaluation of service competitiveness, the motor company must use the criteria that shippers use. This will take into account the opinion of cargo owners in evaluation of motor transport service competitiveness. To do this, it is necessary to determine the main parameters on the basis of which the shipper will choose the motor transport enterprise and its services. Moreover, the company should evaluate the possibility of selling its services on a certain market: calculate the market capacity and prospects for the implementation of its services. The market share that an enterprise can occupy will directly influence the level of its competitiveness. In addition, there are other factors that determine the motor transport service competitiveness.

E.V. Budrina considers that the motor transport service competitiveness is determined by the level of the cost of services and the level of their quality [3, p. 169]. In her opinion, the reduction of the cost price and the improvement of the quality of transportation of specific goods and passengers are the most important areas for increasing the motor transport service competitiveness.

Reduction of the carrier cost can be achieved by saving fuel, spare parts, tires, enhancing the performance indicators of motor transport.

The competitiveness of cargo transportation involves the delivery of cargo exactly at a fixed time, with high safety of the quantity and properties of the transported goods. When transporting passengers, the service competitiveness is determined by its implementation according to the traffic schedule and the level of comfort (convenience) that the carrier can provide to his passengers. Thus, the quality of the provided transport services is also an important factor in achieving their competitiveness.

Economics

N.V. Penshin upholds a similar position. In his opinion, competitiveness is determined by the costs of use, by quality and cost criteria (values) of motor transport services, which are comprehensively "evaluated" by the consumer in terms of significance, satisfaction. The set of properties of motor transport services, which is characterized by qualitative and cost parameters, represents the basic elements of the services competitiveness. Quality and price are the main components of the motor transport service competitiveness. The author points out that the analysis of the dynamics of motor transport services has revealed a trend in which price competition is gradually inferior to the quality of services [4, p. 651].

The quality of motor transport services is an essential property that is evaluated by the system of technical and economic indicators. These indicators distinguish them from other similar purposes, which determine the degree of satisfaction of needs and demand in market conditions.

There are specific quality levels taken into account for each type of motor transport services. They are recognized by the methods of solving practical problems for the achievement of specific goals: timeliness and safety of transportation, the safety of the transported goods, the reduction of the costs of the transportation process, the guarantee of high quality of passenger transportation, the expansion of the tertiary sector of motor transport services [5, p. 204].

N.V. Popova has presented a list of factors of motor transport service competitiveness divided into three groups [6, p. 76]:

- technical (parameters of compliance with the purpose, regulatory parameters, environmental parameters, etc.);
- economic (fare level, profitability);
- organizational (providing services by the due date, goods safety, transportation security).

S.M. Abalotin adduces a similar classification, but the author identifies social dimensions that are characterized by taking into account the social structure of consumers, fashion, shifts in consumption patterns, national characteristics in the organization of production, advertising, marketing, and service separately. There can be taken into account the tendencies of changes in external factors: the economy, market conditions, scientific and technological progress, the sudden emergence or withdrawal of competitors from the market [7, p. 23].

A.S. Bondarenko suggests the selection of competitiveness factors by two-way arrangement: the stages of production and sale of services, and the place of formation [2, p. 109].

The following options can be used to represent the composite indicator of motor transport service competitiveness.

1. The composite indicator of competitiveness is presented as a sum (K) [8, p. 122]:

$$K = \sum_{i=1}^N K_i, \quad (1)$$

where K_i is a single indicator of service competitiveness with a total of N .

Relative values that are obtained by dividing the values of definable indicators by the maximum values or corresponding indicators for the service of the most powerful competitor can also serve as single indicators of service competitiveness. In this case, the composite indicator calculated according to formula (1) will reflect the competitiveness level of the motor transport service in relation to the competitor's service. This method is simple in calculating, but it does not take into account the degree of impact of single indicators on competitiveness.

2. Comprehensive indicator of competitiveness is represented in the form of an average measured arithmetic indicator of single indicators of competitiveness [8, p. 122]:

$$K = \sum_{i=1}^N W_i K_i, \quad (2)$$

where K_i is a single indicator of service competitiveness with a total of N ;

W_i is an indicator of the importance factor (weight number) of i , the single indicator of competitiveness.

The normalized values of individual competitiveness indicators are often used in practice, i.e. their value is equal to one. Then the composite indicator of competitiveness is evaluated by the same measurement scale as the single indicators are. This approach to determining the composite indicator of competitiveness suggest using A. Thompson Jr. and A. J. Strickland, E. Golubkov, and other authors.

3. The composite indicator of competitiveness is represented as the multiplication of single indicators:

$$K = \prod_{i=1}^N K_i, \quad (3)$$

Single indicators in this case often take into account the regulatory parameters and take only two values: one if the service corresponds to the norm, or zero if it does not. Therefore, if at least one indicator is equal to zero, the service is completely uncompetitive in this market and further consideration of competitiveness does not make sense.

4. The integral indicator of service competitiveness in relation to the service-sample is calculated by the formula [9, p. 220]:

$$K = \frac{J_{r.p.} J_{t.p.}}{J_{e.p.}}, \quad (4)$$

where $J_{r.p.}$, $J_{t.p.}$, $J_{e.p.}$ are group indicators according to regulatory, technical and economic parameters.

In this case, if $K < 1$ then the analyzed service is inferior to the benchmark, and if $K > 1$ – the service exceeds the benchmark of competitiveness, if $K = 1$ then competitiveness corresponds to the benchmark.

Summing up what has been said, the methods to assess the motor transport service competitiveness and its effectiveness depend on the combination of factors that are used for evaluation and the way the integral indicator is calculated.

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