

Instruments used in marketing research carried out by transport companies

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Abstract: The abstract should clearly present the background of the study, its objectives, hypotheses, methodology, and key findings. It should highlight the most significant relationships identified during the research. It must be written in a manner that encourages the reader to engage with the full article. Therefore, it is advisable to indicate the implications of the analysis and emphasize the novel contributions of the article to the existing body of literature in the field. The abstract must reflect the content of the article, as it constitutes the most essential source of information regarding the study. It should not be overly lengthy (maximum 250 words). It is not a substitute for an introduction; abbreviations, references, and mentions of figures or tables are not allowed. The abstract should avoid subjective evaluations of the article's merit..

Keywords: transport, region, enterprise, terminal (minimum 3, a maximum 5)

JEL: numer według <https://www.acaweb.org/jel/guide/jel.php?class=G>

Introduction

Purpose of the Section:

This section should begin with a brief contextual introduction, followed by a clear articulation of the research objectives. It must also present the research hypotheses and the subject of inquiry. The author should describe their methodological approach, research perspective, and summarize the key contributions of the study ("preview of results").

This section should answer the following questions:

- What was studied?
- Why is the research problem significant?
- What was previously known about this issue?
- How has the present research extended the knowledge base?

The use of active voice is recommended wherever possible.

This is the author's opportunity to convince the readers of the importance and necessity of the research. The introduction must be structured from a general to a specific perspective, leading the reader clearly to the objectives of the study. It should be concise and precise. Results, discussions, or conclusions must not be included in this section.

At the end of the introduction, the main research objective and the general or primary and secondary hypotheses should be stated.

Literature overview and Methodology

Purpose of the Section:

To outline the theoretical framework and review the most relevant works in the field. Focus should be placed on literature published in top-tier journals and primary sources (i.e., original research and review articles), rather than textbooks. Monographs are also considered valid primary sources.

This section should also describe how empirical data were obtained and how they will be analyzed, providing:

- A detailed description of methods used.
- Description of procedures (e.g., experimental, survey-based).
- Method of material collection.
- Criteria for literature review and selection of airports (if applicable).
- Questionnaire structure.
- Characteristics of the control group (e.g., people, airports).

Sufficient detail should be provided to allow replication of the study by an independent researcher. Previously published methods should be summarized and properly cited. Direct quotes must be placed in quotation marks and appropriately referenced. Any modifications to existing methods should be explained.

If original marketing research was conducted, the methodology should specify:

- The location and context of the research.
- Sampling methods.
- Potential research challenges.
- The added value of the findings for the article.

Results

Purpose of the Section:

To objectively present the key findings without interpretation. This section should reflect what was achieved in the study. Results should be structured based on data sets (e.g., separate sections for interview and survey results). Clarity and conciseness are essential. Key conclusions may include:

- AAAAAAAAAA
- NNNNNNNN
- Increasing market share

Such conclusions should be based on the authors' own research.

Discussion

Purpose of the Section:

To interpret the findings and explain their relevance. This section should address:

- What new knowledge was uncovered in the study?
- How do the results compare with existing literature?
- What similarities and differences exist in the findings?
- What conclusions can be drawn?
- What future research plans exist?
- Were the hypotheses confirmed?

This section should analyze the implications of the results rather than repeat them. In some cases, combining the Results and Discussion sections may be appropriate. Avoid excessive citation and discussion of already published literature.

Conclusions

The main findings of the research may be summarized in a brief Conclusions section. This may be presented independently or as a subsection of the Discussion or Results and Discussion section.

Acknowledgements

Acknowledgements should be placed in a separate section before the reference list. They should not appear on the title page, in a footnote to the title, or elsewhere. This section should include acknowledgements for linguistic or editorial assistance, as well as significant contributions to the improvement of the article (e.g., feedback or suggestions). Funding sources should be listed as follows:

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Appendices

If multiple appendices are included, label them as A, B, etc. Equations and formulas should be numbered separately for each appendix (e.g., Equation (A.1), (A.2); in the next appendix: (B.1), etc.). The same rule applies to tables and figures (e.g., Table A.1; Figure A.1).

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