



## Digital marketing in city Public Transportation of Ukraine

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### Abstract

Ukrainian public service providers in Internet and perspectives for the development of marketing of city public transport services. The level of public relations management, the positive publications about the service provider, the presence of interactive capabilities, the presence of social advertising of public transport services, Results. "The availability of interactive capabilities" has been determined as the most developed parameter of the sites of providers of urban transport services. "The function of management of relationships with customers" has been defined as the least developed parameter. Thus, the element "promotion" has been recognized as the most popular one among Ukrainian providers of urban transport services. The results of the study may be useful for scientists and graduate students in the field of public administration, marketing and management, managers of public transport enterprises. And Discover the best practice recommendations. Such as road signs Digital information Example of a car Uzhgorod in the cities of Kharkiv and Ivano-Frankivsk. A "smart" badge is installed with Wi-Fi access, various predictive displays. Automatic bus arrival name nameplate illuminated LED "alarm button" with connection by USB, mobile charger, CCTV equipment. It is tracked by GPS.

**Keyword :** Digital marketing; City Public Transportation; Ukraine

### Introduction

The application of digital marketing methods in the field of Public Transportation in Ukraine is up-to-date. The main reasons for this are the increased convenience for tourists to reach the required point, reduce their time for waiting for city transport, optimize the route, obtain

useful information and additional services, such as using the free Internet or charging gadgets, using bicycles.

Effective marketing method of subjects of the sphere of transport are so-called "smart" stops. During 2018-2019, the author conducted a research aimed at discovering the current state of equipping Ukrainian cities with "smart" stops. "Smart" stops can be considered as an instrument of marketing activity of local self-government bodies. So requests for public information were created and sent due to the Law of Ukraine "On Access to Public Information" dated January 13, 2011 No. 2939-VI, to all city councils of regions of Ukraine, except for temporarily occupied territories.

### Objectives of Research

1. To study Digital marketing in city Public transportation of Ukraine

### Research Methodology

In the study Using analysis from Letter from the Vinnitsa City Council, Letter from the Zaporizhzhya municipal enterprise of city electric transport, Letter from Ivano-Frankivsk City Council, Letter from the Lutsk City Council, Letter from the Lviv City Council, Letter from the City Council of. Kropivnitsky, Letter from the Poltava City Council, Letter from the Rivne City Council, Letter from the Sumy City Council, Letter from the Ternopil City Council, Letter from the Uzhgorod City Council, Letter from the Kharkiv City Council, Letter from the Kherson City Council, Letter from the Cherkasy City Council, Letter from the Chernivtsi City Council, Letter from the Chernihiv City Council, and analyze the results for information.

### Research Results

Digital marketing in city Public transportation of Ukraine Found that

Table 1. Number of units of urban transport in regional centers of Ukraine (is all Letter)

City	Buses, incl. route taxi	Trolleybuses	Trams	Subway car
Vinnitsa	50	131	74	-
Zaporizhzhia	51	74	120	-
Ivano-Frankivsk	230	53	-	-



Kropivnitsky	455	23	-	-
Lutsk	217	42	-	-
Lviv	626	58	75	-
Poltava	280	50	-	-
Rivne	300	66	-	-
Sumy	313	-	-	-
Ternopil	197	56	-	-
Uzhhorod	148	-	-	-
Kharkiv	830	209	276	326
Kherson	451	37	-	-
Khmelnitsky	353	115	-	-
Cherkasy	260	47	-	-
Chernivtsi	232	85	-	-
Chernigov	272	100	-	-

We received response letters from all city councils of region centers except for Kyiv, Odesa, Dnipro, Zhytomyr and Mykolaiv and cities from the temporarily occupied territories of Ukraine. The analysis of the received answers from the city councils of the regional centers, which represent all regions of Ukraine (Letter, Form et al ), allowed to make the following conclusions.

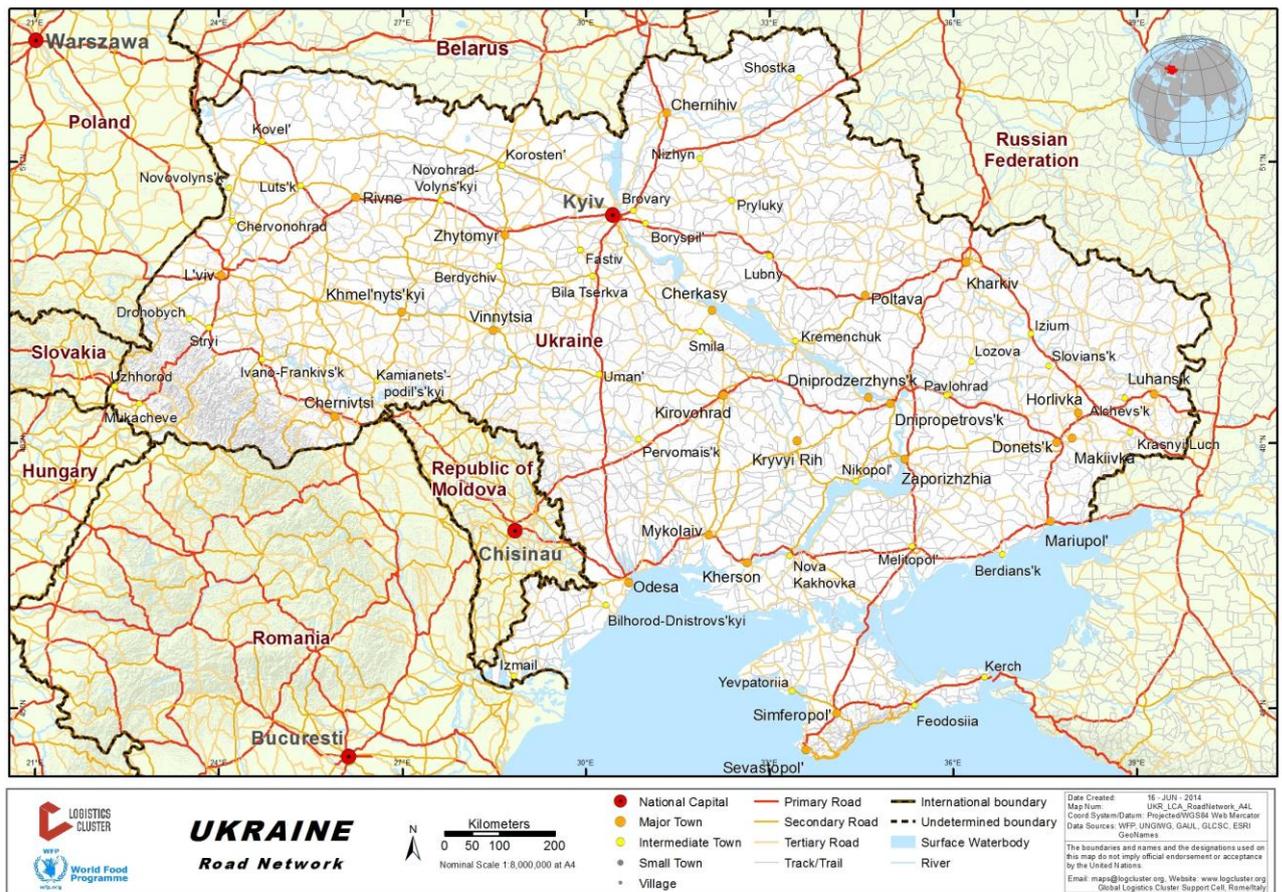


Figure 1. Ukraine Road Network

Retrieved May 3, 2018 from  
[https://dlca.logcluster.org/display/public/DLCA/2.3+Ukraine+Road+ Network](https://dlca.logcluster.org/display/public/DLCA/2.3+Ukraine+Road+Network)

"Smart" stops in Kropivnitsky, Vinnitsa, Chernivtsi, Kherson, Zaporozhye are not installed. In Sumy there is one "smart" stop, which shows the forecast of the arrival of public transport. In Khmel'nitsky 5 "smart" public transport stops are planned to install during 2018 with an information board for indicating the time of arrival of public transport.

There are two "smart" stops in Rivne, where you can get information about the routes, the direction of the bus which are being driven through these stops, and the estimated time of arrival. In Poltava, at three public transport stops, there is an electronic display showing the estimated time of arrival of buses and trolley buses equipped with GPS-navigation systems (95 buses and 17 trolleybuses).

In Chernihiv two public transport stops are equipped with information boards, which contain information about the number of the route and the time of actual arrival at the stop of transport.

In Cherkassy there are no "smart" stops, although GPS trackers are installed on trolleybuses and buses. There are six "smart" stops in Ternopil, on its monitors there is information about the arrival of vehicles, as well as information and advertising content are transmitted.

There are two "smart" stops in Lutsk, with information on the route, estimated time of arrival and arrival according to the schedule, hours, two creeping lines (country news or city news and the advertising tape) on the display. There is a possibility of video advertising broadcasts in Lutsk "smart" stops. Lviv has tram stops with 21 information boards with information about the number of the route and the time of arrival. All Lviv buses, trams and trolleybuses are equipped with GPS receivers.

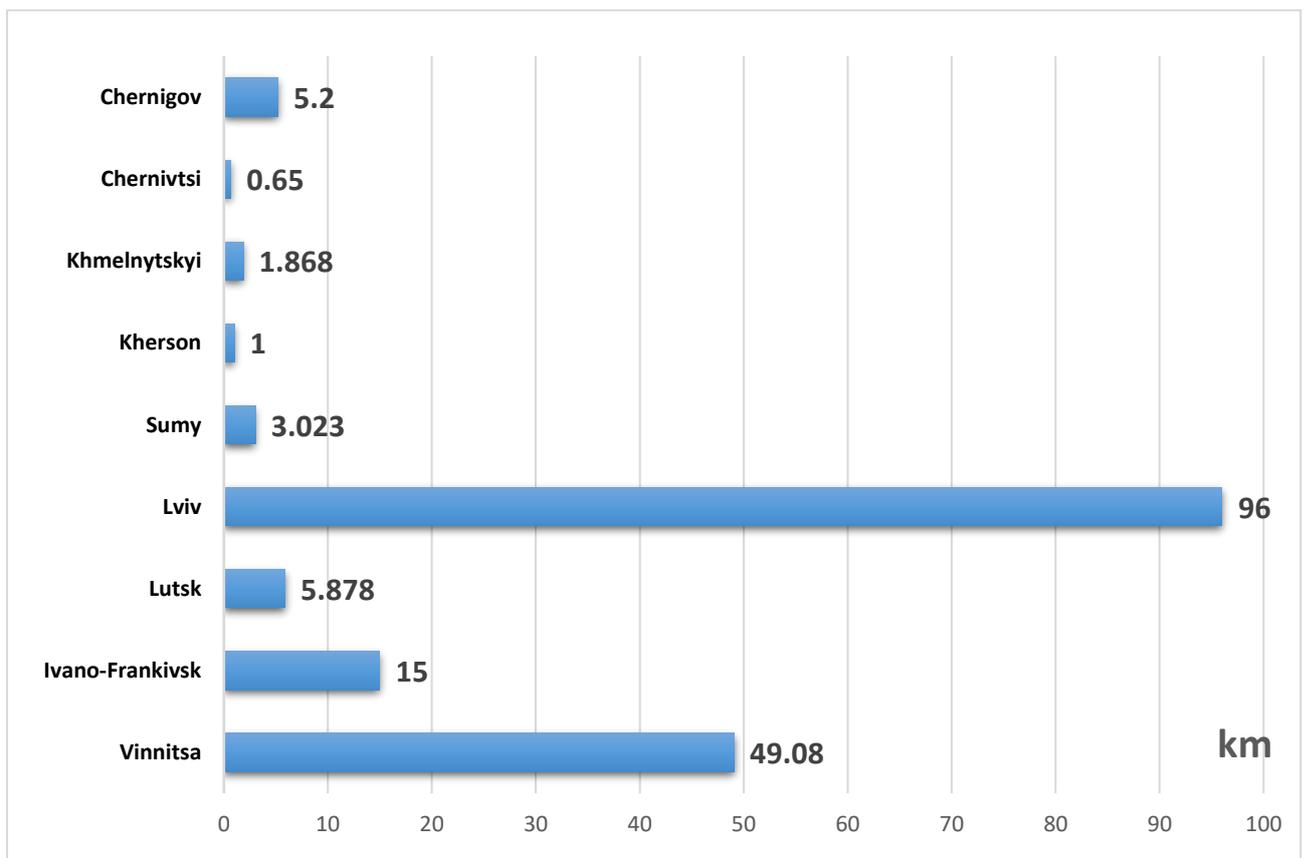


Figure. 1. The length of bicycle tracks of regional centers of Ukraine [1-17]

An example of the best practice of introducing digital information boards is information from Uzhgorod, Kharkiv and Ivano-Frankivsk. Three "smart" stops are installed in Uzhgorod, equipped with free Wi-Fi access, an automatic bus arrival forecasting display, a LED illuminated stop name, an "alarm button" with a two-way connection with the controller, USB-charging mobile devices, video surveillance camera. All vehicles carrying city traffic are equipped with GPS trackers. There are 14 "reasonable" stops in Ivano-Frankivsk. There is information about the number, name and time of arrival of the route on the screens. The city has a GPS-monitoring system "Dozor". In Kharkiv at 11 stopping points of city passenger transport electronic boards are installed. The information about the arrival of transport, passing routes, current date and time, and the temperature of the environment are displayed there. Kharkiv city electric transport is equipped with a GPS-navigation system totally.

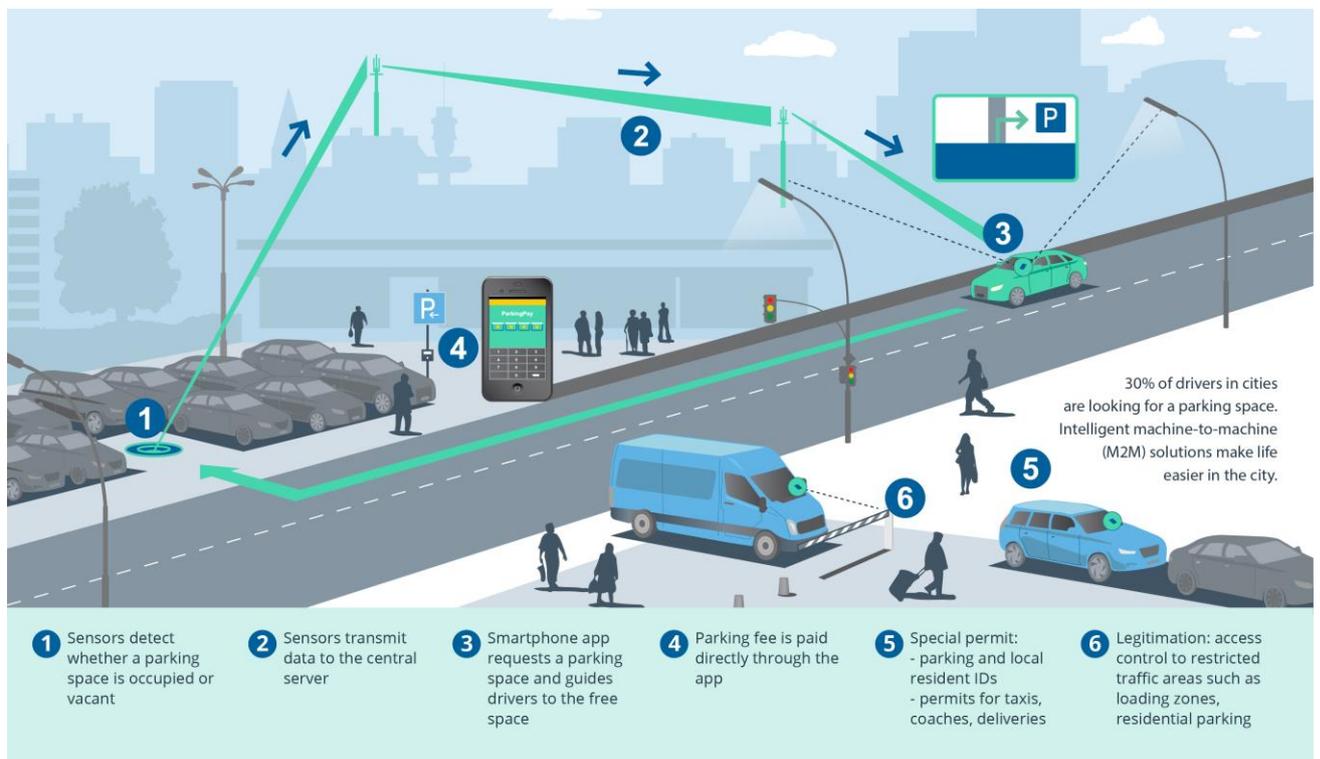


Figure 2. Smart Transportation of Ukraine

Retrieved May 3, 2018 from <https://www.intellias.com/intelligent-mobility-how-technology-is-solving-challenges-for-smart-cities/>

Public transportation all different types of public transportation can be connected to the same database, synchronizing transport with each other and supplying users with real-time information on the transportation system so they can decide on the best route to their destination. This already happens with cars, but there's still a need to integrate public



transportation systems in main city areas like business areas or city centers. In some cities like Madrid, a first stage of intelligent mobility solutions is being used. It doesn't connect all user points, but it already shares some real-time information so people can better plan their transportation.

### Discussion of Research Results

Empirical data confirmed the expediency of intensifying the development of our society in the direction of the digital economy, which will increase the value of transport services for consumers. Discover the best practice recommendations. Such as road signs Digital information Example of a car Uzhgorod in the cities of Kharkiv and Ivano-Frankivsk. A "smart" badge is installed with Wi-Fi access, various predictive displays. Automatic bus arrival name nameplate illuminated LED "alarm button" with connection by USB, mobile charger, CCTV equipment. It is tracked by GPS. It has "appropriate" stops. Useful for using the route And the duration of use on the screen Electronic bots are installed for the transportation of passengers in the city. Information about the arrival of the transport, the route passed, the current date and time, and the temperature of the environment are displayed there. Electric transport in Kharkiv Install a GPS navigation system throughout the city. Anna Ibraeva, João Figueira de Sousa (2014) A number of measures has been introduced to restrain car use in urban areas, including parking fees, licenses on car ownership (the case of Beijing), restrictions on circulation in certain hours or zones, etc. However, since mobility is crucial for normal functioning of a city, these measures, in spite of being quite successful, should be coupled with favoring alternative means of transport, such as cycling, walking or public transport. Compared to the image of owning a private vehicle, the image of using public transport is relatively poor. As a result of marketing efforts of car industry, car is now considered to be one of the most comfortable and fast means of transport and is always associated with notions like "freedom" or "control", even though these notions do not necessarily reflect the mode of car use in a congested city. Taking this into consideration, it seems important to develop marketing of public transport in order to improve the overall image associated to it, restrain current users from switching to the use of private vehicles and attract new users. There has been a number of initiatives in this area which prove that marketing of public transport can be indeed a way of fostering its use.



### Suggestions

The study of Digital marketing in city Public transportation of Ukraine will be useful as a reference for comparing education in Digital marketing in city Public transportation. That can create innovation in the field of assistance transportation that will benefit users.

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Letter from the Sumy City Council No. 98 / 03,02,03-02 dated March 22, 2018.

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