

**Uzha Alla**

Doctor of Economics, associate professor,  
professor of the department of economics and management  
Private educational establishment  
Educational, scientific and productional cluster of seafaring complex  
National University of Shipbuilding named after Admiral Makarov  
28, Yanvar'ova, Str., Mykolayiv, 54000, Ukraine  
[Kot2813028@gmail.com](mailto:Kot2813028@gmail.com)

**Spatar Alexander**

Metrology Engineer for the chief Metrologies service  
the Mikolaev management of the main ammonia pipeline "Ukrhimtransamiak"  
State-Owned Enterprise "Ukrhimtransamiak"  
12, Schneerson Str., Mykolayiv, 54000, Ukraine  
[Spataralexandr@hmail.com](mailto:Spataralexandr@hmail.com)

**MARKETING AS AN INSTRUMENT OF INNOVATIVE  
DEVELOPMENT OF TRANSPORT INDUSTRY  
IN THE REGION**

**Abstract:** The paper analyzes the current condition of functioning of the region's transport industry and defines its main features, namely: lack of financial resources for innovations introduction; lack of fundamental scientific research, slow paces of structural reforms implementation in national transport and road system. The objective need for implementation of innovative type of transport industry development in current conditions is emphasized. The paper outlines the major tasks of marketing of transport industry innovative development in the region, including: research of transport services market and its main entities, analysis and prognosis of market conditions; assessment of competitive advantages of transport companies activity on the market due to innovations implementation; development of recommendations on forming of transport companies' innovative policy; detailed analysis of the needs of transport industry companies in innovations; research of behavior and motivations; determining of competitive ability of transport services after implementation of innovations. Peculiarities of marketing of innovative products of transport industry are defined as following: analysis of demand for innovations; prognosis of demand for innovations; features of innovative activity; stimulation of demand for innovative products in transport industry; marketing policy of innovative products distribution.

**Keywords:** innovative development, innovations, marketing, transport industry, region, globalization processes, marketing analysis.

**JEL classification:** O22

## Introduction

Acceleration of globalization trends in the development of international economic relations urges the need of structural changes in functioning of transport industry at national and regional levels. Transport industry takes a special place in international goods turnover. It is explained by the fact that it is an exporter at global market and an important factor of international labour division, which is the key to strengthening globalization in transport system. The well-developed transport industry forms preconditions for dynamic socio-economic development of regions and is the basis for territorial labour division.

In current conditions the transport industry of Ukraine and its regions is in the deep systemic crisis. Zablodska I. V., Buzko I. R., Zelenko O. O., Horoshylova I. O. note that “the level of transportations organization does not correspond to the growing needs of society and European standards of transportation services quality by many parameters, causing the reduced efficiency of transport system functioning in the region” (Zablodska, 2016).

Innovative development and active implementation of innovative processes are the decisive factors capable to bring the technological level of transport industry of the region out of crisis. The process and the period of innovative revival of transport industry depend on the volumes of financial support of innovations. Scientific problem of intensification of marketing research of innovative development of transport industry in the region in conditions of economy globalization is emphasized by forming of innovative model of infrastructural reconstruction directed at expansion of social connections and acceleration of material flows. It requires the realization of capacity of the country’s transport system through modernization of the rolling stock, diversification of automobile and railway networks, elimination of imbalances in national network in terms of international transport corridors and obstacles and barriers to the movement

of transnational freight flows, recovery of navigation of national marine and river fleet, updating and strengthening of air fleet, including through involving of domestically produced airplanes, expansion of legislative framework and geographical structure of transportations (Savchuk, 2011).

**The paper aims** to examine on the theoretical level the results of the impact of marketing research instruments on innovative development of transport industry in a region as one of the most important industries of the national economy of Ukraine.

**Main section.** Activation of innovative development of the country's transport industry is one of the priority directions of "2020 Transport Strategy of Ukraine" of 20 October 2010 № 2174-r. Implementation of the Strategy enables modernizing of transport system, improvement of its functioning efficiency, increasing of transport networks' capacity, improvement of transport safety, acceleration of the paces of domestic transport system's integration to European and global transport systems and realiation of the country's transit capacity to the largest extent (2020 Transport Strategy of Ukraine, 2019). Innovative development of the region's transport industry stipulates forming of new methods and instruments to manage transport industry. Traditional methods grounded on subjective understandings of complex systems management and desire to react to socio-political and economic patterns as well as non-critical borrowing of foreign experience of well-developed countries do not contribute to high results of transport industry development in a region.

Creation of intellectual transport systems within the integrated transport system of the region. i.e. extended use of information-telecommunication technologies in management of transport units' movement is one of important directions of innovative development of transport management systems, which secures substantial economic effect, allows for reduction of the loss of time and stimulates the development of social sphere. Marketing research in the field of innovations in transport industry represent the system of collection, processing and analysis of information on the situation on transport market for reduction of activity risks and making appropriate marketing decisions on improvement of transport services quality. Illyashenko S. M. argues that "Innova-

tions marketing stipulates realization of traditional functions and tasks of marketing in the process of creation and dissemination of innovations for the best meeting of needs and requirements of consumers and producers” (Ilyashenko, 2012).

The following are the major tasks of marketing of transport industry innovative development in a region (Fig. 1):

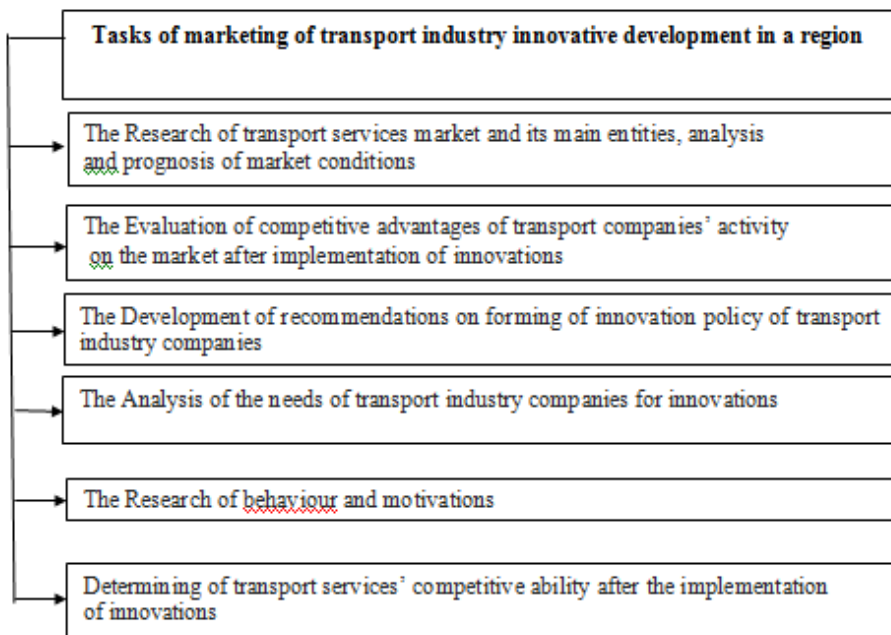


Figure 1. **Tasks of marketing of innovative development of transport industry in a region**

Source: Compiled by the authors.

Complex analysis of innovations market is the starting point of marketing research of a region’s transport industry. The first important task of marketing analysis is to conduct the survey of transport industry companies to reveal essential problems of their functioning in current conditions. The second important task of marketing analysis is to reveal the level of unmet demand for innovations in transport industry. Processing of the requisites of questionnaires contributes to finding the amounts of unloaded goods, respect of delivery deadlines and regularity (balance) of transportations as well as the level of preserving of the transported goods. The total of the points gained by transport types is the generalized (inte-

grated) rate of the quality of transport service of consumers that shows the level of meeting the demand for transport services (from the main transport activity). It is the most important external indicator of the services' efficiency, attractiveness and image. The third important task of marketing analysis of the results of economic examination is determining of the capacity of the market of innovations. On this basis the real plans of freight transportation are elaborated, which are the reference basis for the development of all other parts of the plan of transport company's operation (Starytska, 2014). To conduct the marketing research of innovations in transport industry of a region, the specific program of completion of these works is developed in the form of consecutive stages of specialists' analytical research (Fig. 2).

Therefore, innovative process stipulates the scientific-research works and marketing support in their logical interrelation. This means that innovative development of a region's transport industry stipulates conducting of the complex of works that includes scientific and marketing research, innovations implementation, market testing and promotion of innovations on the market.

Marketing of transport industry innovative products has its peculiarities that substantially distinguish it from traditional products marketing.

1. The Specific features of analysis of demand for innovations. All needs and requirements of consumers are divided into three main groups: met, unmet and new. The first two groups of needs are those forming the existing demand, the last one is forming the new demand under the impact of supply.

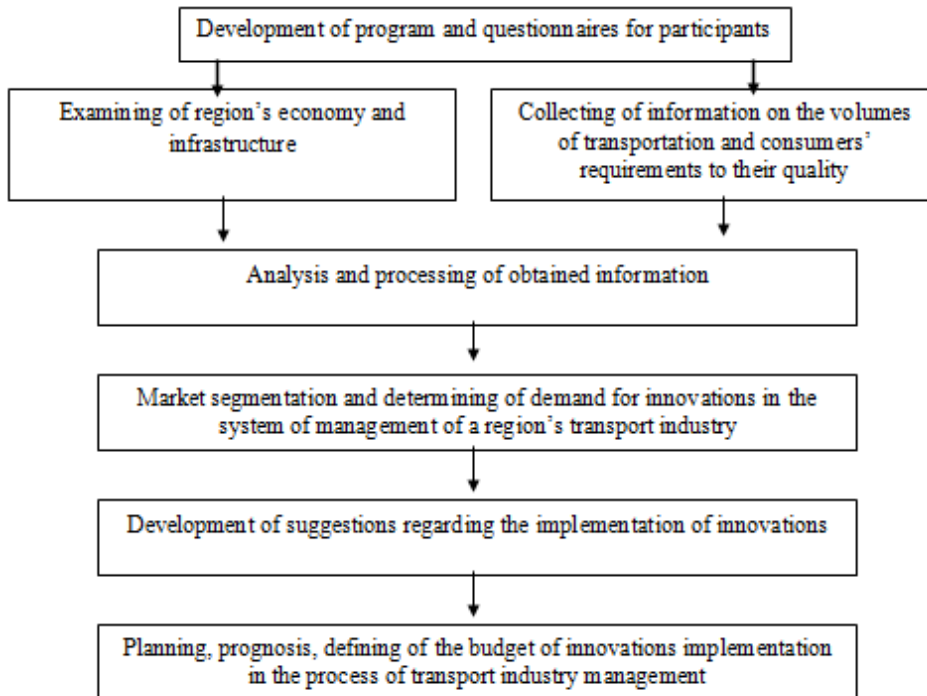


Figure 2. **The scheme of marketing research of transport Industry innovations in a region**

Source: Compiled by the authors.

In order to study existing problems, the traditional methods of marketing research are applied: interviews, observations, etc. Meanwhile, the monitoring of demand for innovations is directed at the search for unmet needs of consumers of transport services. The SPIN method is one of the most popular to reveal the hidden needs of consumers and to turn them into visible. It is based on the survey of consumers by four groups of questions: situational, problem-oriented, guiding and determinative.

2. The Specific features of prognosis of demand for innovations. The process of demand prognosis consists in revealing the development perspectives. Trend watching is one of the prognosis methods that means activity directed at observation of new trends.

3. The Specific features of innovative activity. According to the concept of marketing, any industry, including the transport one, operates on the market with the defined goals – to provide qualitative transport services to consumers. It is worth mentioning that consumers will prefer the

transport companies that correspond more to their constantly growing and changing needs and requirements. That is why transport companies try to improve the quality of services while reducing their cost and thus improving the companies' competitive ability.

4. The Specific features of stimulation of demand for innovative products in transport industry. Main instruments of marketing communications are traditionally used to stimulate consumers, namely advertising, public relations, sales stimulation and direct marketing.

Overall, it is necessary to mention the following major stages of forming and stimulation of demand for innovations:

- dissemination of information on the new type of transport services;
- dissemination of information through independent sources for the entire target audience taking into account the reasons of rejection of innovations by consumers;
- stimulation and support of supply among the target audience.

Therefore, transport companies constantly search for the new methods to conduct marketing communications. New types of marketing emerge under the impact of these processes, namely: relationship marketing, emotional marketing, associative marketing, Guerrilla marketing, buzz marketing, mobile marketing, etc.

5. The Specific features of marketing policy of innovative products distribution. It is worth mentioning that promotion of innovative products requires forming of new channels of products sales, because consumers-innovators wish to not just buy innovative products but to buy them in innovative and convenient places (Ilyashenko, 2012).

The following directions of marketing of innovative development of transport industry in a region should be outlined as the major ones:

- creation of demand for innovations;
- solution of investment, organizational-legal and staff issues;
- extending of the use of innovative marketing.

Innovative solutions and the use of the complex of innovative marketing activities helps the transport industry of a region to achieve the tech-

nological level of European countries, to secure jobs for population, to improve environmental friendliness of transport services, etc.

### **Conclusion**

In conditions of strategic orientation of transport industry on innovative development type, the adaptation of transport companies to new conditions of economic behavior and its active implementation are closely related to innovations as the driving force of economic growth. Innovative development of the branch is hampered by the lack of financial resources to introduce innovations in transport companies due to falling volumes of transportations, low profitability of companies because of outdated logistical basis, irrational structure of expenditures, unprofitable concessional transportations, lack of fundamental scientific research directed at qualitative changes in the system of productive forces and insufficient practical scientific research in transport industry, etc. Therefore, marketing research of innovative development of transport industry in a region promote the search for the ways to adapt to constantly changing conditions of external environment and innovative activity of companies directed at meeting the consumers' needs.

Examining and implementation of global experience is considered as the perspective research direction in the context of development of marketing research of innovative development of transport industry at regional level, namely the functioning of technology parks.

### **Bibliography**

ILLYASHENKO, S. M., 2012. Innovations and marketing as the drivers of economic development. Sumy: TOV «Drukarsky dim «Papyrus».

SAVCHUK, O. V., ZAKHAROVA, O. V., 2011. Strategic directions of development of national transport system capacity of Ukraine. Bulletin of Mariupol State University, 2, pp. 42-52.

STARYTSKA, O.P., STARYTSKYJ, T.M., 2014. Innovative marketing as a tool for improving the efficiency of business companies. Innovative economy. 4 (53), pp. 244-250.



2020 TRANSPORT Strategy of Ukraine, 20 October 2010, no. 2174-p. [online] [viewed 21 October 2019]. Available from: <http://zakon.rada.gov.ua/laws/show/2174-2010-%D1%80>

ZABLODSKA, I.V., BUZKO, I.R., ZELENKO, O.O., KHOROSHYLOVA, I.O., 2016. Infrastructural support for the development of the region's transport system. Syeverodonetsk: SNU V. Dalya.