

The Dilemma and Countermeasures of Urban Study Promotion from the Perspective of 7Ps Marketing Theory—Taking the Nanchang “Ruzi Study” as an Example

Yue Yang

School of Public Policy and Management, Nanchang University, Nanchang, Jiangxi, China

Keywords: 7Ps marketing theory; urban study; publicity dilemma; public service

Abstract: With the continuous promotion of “national reading campaign”, urban study rooms are building reading platforms for citizens in a new form of public cultural services and playing an active role in meeting the growing spiritual and cultural needs of people. This study selects Nanchang city as the research area, takes the representative "Ruzi Study" in the process of urban reading space construction as the research object, and uses field observation, questionnaire survey, in-depth interview and other research methods. By analyzing the promotion of "Ruzi Study" at this stage, this study found that the construction of its online and offline promotion mode is still in its initial stage, which leads to the low visibility of the "Ruzi Study". Based on this, this study uses the 7Ps marketing theory as a perspective to explore the publicity and promotion strategies of the "Ruzi Study". The study aims to promote the optimization of the publicity mode of urban study rooms, enhance the visibility of urban study rooms, and accelerate the promotion of national reading campaign.

1. Research Background

With the "Government Work Report" in 2022, further promote “national reading campaign” has been written into the report for nine times in a row, and has been elevated to a national strategy. In March 2022, Jiangxi Province issued the notice of "Implementation Opinions on Strengthening the Construction of Urban Study Rooms", which provides guidance on the innovation of promoting the construction of new public cultural spaces such as urban study rooms. It is dedicated to developing a better cultural province, singing the cultural brand of "Bookish Hongcheng", fostering the high-quality growth of public cultural services, establishing convenient and advantageous urban study rooms, and better serving the reading demands of the masses to enjoy rich. In this context, Nanchang City has planned and implemented the urban study rooms, based on the construction of "ten high-quality libraries", and formed a "Nanchang model" with distinctive features on this basis. As one of the top ten livelihood projects voted by Nanchang City in 2022, the "Ruzi Study" is widely supported by the public. In the future, Nanchang City is devoted to forging a new route in the creation of urban study rooms that precisely match the reading needs of the people, with "15-minute urban reading circle" as the grip.

2. The Basic Situation of "Ruzi Study"

The "Ruzi Study" is being led by the government with substantial participation from societal forces. The ideas of "unified planning, unified labeling, unified procurement, unified configuration, and unified management" are used in the study's design and operation. The construction of "Ruzi Study" was launched at the end of November 2021, and it is planned to build 100 urban study rooms in Nanchang within 2 years, including the original 23 urban study rooms unified name "Ruzi Study", and the use of a unified logo. The construction of the study rooms follows the principle of universal equality, in accordance with the service radius of 1.5 km or service population of 5,000 people requirements for the deployment of points, adhere to the "15-minute reading circle" within the non-repetitive points, and to ensure that the site area of 30 square meters or more. The site selection requirements of the study rooms are in line with the overall plan for the development of public libraries in Nanchang, and are committed to providing positive social benefits and maximizing the convenience of the public in borrowing books.

The interior of the library uses automated equipment and information technology to realize public reading services in public space. This self-help public library has the characteristics of 24-hour opening, reflecting the cultural elements of Nanchang, "zero distance", "zero threshold" and "branding". In addition, the "Ruzi Study" is located in the provision of multi-cultural space and intelligent interconnected services. Readers can use their ID cards to enter the study rooms and participate in activities such as book lending, learning and exchange, cultural salon and volunteer services, as well as card access, self-service borrowing and returning, scanning and downloading, and general borrowing and returning.

3. The Publicity Dilemma of "Ruzi Study"

This study analyzes the propaganda dilemma of "Ruzi Study" at the present stage from the online and offline propaganda levels. In terms of online publicity, there are problems of single publicity channel, dull publicity content, ineffective publicity effect, and lack of comprehensive publicity operation platform. In terms of offline publicity, the professionalism of the publicity staff is low, and there is a lack of attractive special activities. These problems constitute the propaganda dilemma of the "Ruzi Study" at the present stage, which is an obstacle to the promotion of the study rooms' popularity.

3.1 In Terms of Online Publicity

3.1.1 Single Publicity Channel

In the information society, the Internet platform is the main channel for the general public to obtain information. People prefer to get information from video platforms such as Bilibili and Douyin, web browsers such as Baidu and Google, information platforms such as Zhihu, Weibo and Douban, and social platforms such as WeChat and QQ. The online publicity channels of Nanchang "Ruzi Study" are only limited to the portal and WeChat tweets, which has a negative impact on the promotion of the effect of national reading atmosphere and the practice of branding urban public reading space in Nanchang^[1].

3.1.2 Dull Publicity Content

In the era of information explosion, the public is more likely to be attracted by the short, flexible and interesting videos, and the concise information and rich text^[2]. The promotional material for "Ruzi Study" is rather monotonous and repetitive, concentrating more on newsworthy information

and book suggestions than attention-grabbing subjects that encourage reading. This obviously does not pay attention to people's preferences, and does not fully consider the attractiveness and influence of the content on the people, nor does it take into account the wide range of audience groups.

3.1.3 Low Publicity Frequency and Ineffective Publicity

The publicity frequency of the "Ruzi Study" in various network platforms is low. When the term "Ruzi Study" is searched on the public WeChat number, Sina Weibo, and other media platforms like Nanchang Evening News and Nanchang Radio, there are incredibly few articles, clicks, and readings relating to it. This further leads to a low degree of online communication and exposure of the "Ruzi Study". The average value of "Ruzi Study" in the past 7 days was 0.37, and the peak value of the index was only 0.5. The peak value of the index is only 4.94.

3.1.4 Lack of Integrated Propaganda Operation Platform

There is no unified standardized management among the "Ruzi Study", and there is a lack of interaction and connection among them, and no professional publicity team has been formed, and there is a lack of integrated data collection, processing, transmission and application platform. On the one hand, the public number of the library lacks a fixed section for basic services, and does not provide the functions of finding the collection, making reservation and evaluation feedback on the cell phone, so it cannot provide personalized services for readers. On the other hand, the public number lacks functions such as article pushing, video explanation and interactive games, which makes it difficult to popularize the function positioning, operation mode and social value of the urban study rooms to the public.

3.2 In Terms of Offline Publicity

3.2.1 Lack of Professional Publicity Personnel

During the interviews with the staff of the "Ruzi Study", this study discovered that the study rooms lack the time and resources to engage in offline publicity activities, haven't hired anyone with publicity experience, and is even run by the park property. In addition, the team members also visited the "15-minute reading culture circle" with a service radius of 1.5 km or a population of 5,000 people, and went into the surrounding neighborhoods, supermarkets, food markets, schools and other places to conduct random interviews with some citizens. Random interviews were conducted, and the majority of the interviewed citizens said they had not seen or participated in the publicity activities of the "Ruzi Study", and most of them said they had not heard of or did not know about the "Ruzi Study".

3.2.2 Lack of Innovation in Promotional Activities

In today's visual-dominated society, the general population frequently unintentionally joins the team of following the landscape^[3]. The current "Ruzi Study" lacks rich and diverse cultural activities, and does not combine the characteristics of the study with the cultural heritage of the city, which cannot make the readers come to see and admire. It would be worthwhile to conduct more research on how to effectively apply the "hierarchy of needs theory" and the "achievement motivation theory" to encourage the study room to fully utilize its own characteristics and carry out a series of themed activities.

4. Exploring the Promotion Strategies of "Ruzi Study" Based on 7ps Marketing Theory

The marketing and promotion model of libraries, study rooms and other public reading spaces and their effects are directly related to the visibility of public reading spaces and their contribution to public culture. Based on the 7Ps marketing theory, this study explores the improvement strategies for the promotion of the "Ruzi Study" from 7 dimensions, and devote ourselves to creating a systematic promotion model and improving the communication effect, so as to enhance the public's understanding of the "Ruzi Study" and improve the visibility of the study rooms.

4.1 Product

The service products of public libraries refer to the range, quality, brand, and literature. Readers prefer study rooms with a wide variety of books, updated books, books with distinct categories, books of a high caliber, and books with commemorative and creative products. Therefore, the "Ruzi Study" continues to promote the iteration and upgrading of existing service products on the basis of providing paper and electronic literature, effectively integrating other service products, and then creating richer service content.

4.2 Price

The "Ruzi Study" is a social project for the public good, providing free services to all members of the public, but there is a cost for users to enjoy this service, and this cost refers to the opportunity cost for readers to use the library, that is, the maximum value that readers are forced to give up pursuing other activities by choosing to come and participate in them. Therefore, the study rooms should provide readers with better and richer content to meet the diverse needs of readers. Only when readers perceive that visiting the library is more time-efficient and meets a variety of needs, preventing the creation of sunk costs, can value for money be attained.

4.3 Place

Readers prefer to get information from video platforms such as Bilibili and Douyin, web browsers such as Baidu and Google, information platforms such as Zhihu, Weibo and Xiaohongshu, and social platforms such as WeChat and QQ. The online based approach is more suitable for the promotion and construction of the "Ruzi Study" in the current information age. Therefore, the library should open up the communication channels between readers and the library, create a comprehensive operation platform, matrix the layout to enhance the communication power, and increase the intensity of publicity content on the new media platform. At the same time, it should also focus on the portrait analysis of the users of the study rooms and vigorously enhance the frequency of publicity and exposure.

4.4 Promotion

Service promotion is the method of publicity, promotion and sales promotion by personnel to make users have purchase behavior. "Ruzi Study" should utilize a variety of promotional strategies to help readers comprehend the library's services in a variety of ways and more thoroughly using a combination of online and offline approaches. In terms of online promotion, entice the public by releasing dynamic and intriguing films, detailed textual explanations, and exquisite posters, as well as concurrently promoting relevant material on different online platforms. In terms of offline activities, readers prefer to go to study rooms that are highly visible and hold leisure and

relaxation-type activities. On the basis of good reading services, the study rooms should develop the scope of services, expand their functions and carry out diversified activities. They can make use of the sufficient cultural resources in Nanchang to hold cultural and creative activities and related competitions, such as book-themed concerts, storytelling sessions, exhibitions, etc., to attract more public participation in reading activities.

4.5 People

The service exists invisibly, and users obtain service results through the behavior and language of service personnel. Readers are more inclined to choose the study rooms with a high level of responsibility, enthusiasm, affinity, comprehensive service ability and professional knowledge of service personnel. The current "Ruzi Study" publicity staff knowledge structure is obsolete, in the face of the complex urban environment, the need to have the use of modern science and technology of multidisciplinary knowledge of the composite talent. Therefore, the self-study room needs to strengthen skill training, improve the quality of propaganda personnel, and improve the service level and ability of the self-study room staff, so that they can quickly handle problems and provide feedback, thereby improving the user experience.

4.6 Physical evidence

Tangible display of services, refers to the service process can be directly perceived by customers and reveal the service information tangible objects^[4]. Readers choose the study is more concerned about the indoor environment, light comfort, hardware facilities, while the architectural style of the study, brand LOGO, logo guidelines for simplicity is relatively low attention. Therefore, the construction of the "Ruzi Study" should focus on the introduction of the design concept of breaking through the daily aesthetics, focusing on the use of special architecture, exquisite decoration, beautiful environment and so on to create visual tension, in order to enhance the public's visual experience, catering to the public's visual consumption needs.

4.7 Process

The service process is a series of procedures that occur when the service provider provides services to the service recipient. Readers are more inclined to choose the study rooms that are close to public transportation and provide rapid access to book returns. The site of the "Ruzi Study" has been selected with the characteristics of proximity and convenient transportation, so the study should focus on borrowing and returning books as well as problem feedback in the process of service construction. In the era of big data, study rooms should be adept at utilizing new technical means to improve service efficiency and establish an integrated service mechanism, ensuring that readers have a convenient and smooth experience when accessing the study rooms' services. At the same time, it should also actively receive and give feedback on readers' service evaluation of the study rooms^[5].

5. Conclusions

In summary, based on the analysis of the current stage of the publicity dilemma of the "Ruzi Study", the 7Ps marketing theory is used to explore the publicity strategy of the study rooms, hoping to create an all-round and multi-level publicity model through the combination of marketing strategies. In the age of mass media, there is still room to explore ways to increase the visibility of urban study rooms. These efforts should always be committed to enhancing the social value of

urban study rooms and furthering the "national reading campaign," taking into consideration the development of urban reading spaces and the public's demand for public cultural services.

References

- [1] Eunice Adomaa. (2021).*Marketing of Special Library Services in Ghana: The Case of Ghana Atomic Energy Commission. Library Philosophy and Practice.*
- [2] Mukesh Kummar Jha Sr & Shriram Pandey. (2021).*Marketing Spreads its Wings in Library Services A Study of Role and Strategies of Marketing Information Products and Services. Library Philosophy and Practice.*
- [3] Satish Kumar. (2020). *A review of marketing and promotion of library and information products and services. Library Progress (International) (1). doi: 10.5958/2320-317x. 2020.00015.x.*
- [4] Xiong Jian. (2021).*Public Library Marketing Strategy Based on 7Ps Theory: Taking Taiyuan Library as an Example. Public Communication of Science & Technology (24), 17-21. doi:10.16607 j.cnki. 1674-6708.2021.24.009.*
- [5] Chen Feiyin. (2021).*Research on service marketing strategy of new media service in public libraries based on 7Ps Theory: a case study of Shanghai Library. Jiangsu Science and Technology Information (04), 17-19.*