

Research on New Media Marketing Strategy of Quzhou Jianglang Mountain Scenic Spot Based on 4R Marketing Theory

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With the increasing popularity of new media, new media marketing plays an increasingly important role in the marketing of tourism scenic spots, bringing a new marketing opportunity to tourism scenic spots. Based on the 4R theory in marketing theory, this paper takes Quzhou Jianglang Mountain as the research object and finds that the following problems exist in the new media marketing of Quzhou Jianglang Mountain: 1. The new media users are not closely enough connected; 2. the response to the new media market changes is not fast enough; 3. the new media marketing relationship interaction is not timely enough; and 4. the return of new media marketing is not ideal. The new media marketing strategy of Quzhou Jianglang Mountain Scenic Spot is proposed from four perspectives: association, reaction, relationship, and return. Finally, the research on the new media marketing strategy of Quzhou Jianglang Mountain Scenic Spot based on the 4R theory is summarized.

Keywords: 4R theory, Quzhou Jianglang Mountain Scenic Spot, new media marketing

Introduction

Background

With the rapid development of the Internet and the increasing socialization of new media, the platform for people to obtain information, communicate and conduct daily transactions has undergone a great transformation, and the application fields of new media tools, such as microblogs, WeChat, and cell phone APPs are becoming more and more extensive. According to the *2018 China Internet Development Statistics Report*, by the end of 2017, the size of China's Internet users had reached 772 million, the Internet penetration rate was 55.8%, the size of cell phone users had reached 753 million, the proportion of Internet users using cell phones had risen to 97.5%, and the proportion of Internet users using cell phone payment had increased to 65.5%.

The continuous development of new media has brought new changes to people's lives and consumption patterns, while also bringing profound effects to tourist attractions. In today's era of rapid development of new media, traditional marketing methods have been unable to meet the needs of various groups of people; as the number of traditional media audience is declining, traditional marketing has not been able to carry out effective promotion of tourist attractions in the new media era. Therefore, tourist attractions need to change the marketing thinking, looking for new media marketing methods suitable for tourist attractions. In order to meet the needs of

Acknowledgements: This paper was sponsored by the following projects: Multi-modal Discourse Analysis of the Quzhou Government Affairs New Media (Grant No. 202111488039).

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the tourism market, we can use new and unique new media marketing methods to rapidly expand the scope of the tourism market, attract more users' attention, make full use of new media to promote the image of tourist attractions, and enhance the popularity of tourist attractions.

For most tourist attractions, new media marketing is still a relatively new marketing method because of the short application time; especially for some traditional scenic spots, there are problems, such as low level of portal intelligence, lack of creativity in online video advertising, lack of humanization in microblog publishing content, lack of attractiveness in news APP marketing, etc. Meanwhile, because the new media itself is still moving forward, it will make these traditional scenic spots' new media marketing more attractive. The new media marketing strategy of these traditional scenic spots cannot adapt to the rapid development of new media. Therefore, this paper takes Quzhou Jianglang Mountain Scenic Spot as the research object, through detailed research on the new media marketing of the scenic area, and proposes a suitable and feasible new media marketing strategy for the scenic area on the basis of 4R theory.

Domestic and Foreign Research Status

From the 4P theory in the 1960s to the 4R theory in the 21st century, foreign marketing scholars have been committed to researching marketing theories that are more adaptable to the development of the times, and relevant research on the 4R theory has been quite thorough for foreign scholars. American scholar Don E. Schuhz (2005) proposed 4R theory by developing 4C marketing theory, that is, reaction, relation, relativity, reward of four English words at the beginning of the letter combination (pp. 93-95). Elliott Ettenberg (2006), an American scholar, proposed in 2001 that the marketing model of the new economy is: retrenchment, relationship, relevancy and reward (pp. 116-136). Apnizan Abdullah, Yusniza Kamarulzaman, and Farinda Abdul Ghani (2008) stated that today's marketing strategies must be customer-centric and using the 4R theory to build relationships with customers helps companies maintain their reputation (pp. 7-8). T. C. Kavitha and B. Krishna argued (2013) that the key to the success of marketing activities lies in the need to use the 4R theory to establish long-term demand-related effects with customers (pp. 554-555). T. Tsygankova and R. Ponomarenko (2016) stated that at this stage, the marketing mix is the theoretical and practical standard for marketing activities, but due to the rapid changes in the market environment and the shift in consumer values (pp. 78-79), the concept of "4Rs" has undergone some changes.

Through the combing of foreign research related to new media marketing of tourist attractions published in recent years, it is found that the research themes of foreign scholars mainly focus on the use of new media technology in the field of marketing of tourist attractions. Daniel Leung, Rob Law, Hubert van Hoof, and Dimitrios Buhalis (2013) took travelers as the research object (pp. 3-22). Ana Mar á Munar and Jens Kr. Steen Jacobsen (2014) argued that new media is constantly influencing the marketing activities of tourist attractions and, based on interviews with summer vacationers, explores their motivations for using new media to share their travel experiences and the content they are willing to share through new media (pp. 50-51). John Cusick (2014) focused on the Web 2.0 era and analyzed the changes brought about by new media tools such as Facebook, Twitter, and blogs on the marketing of tourist attractions and the impact on travelers' choice of sightseeing routes, collected and analyzed information about tourists' tourism needs, combined the characteristics of different tourists' needs, and carried out targeted new media marketing of tourist attractions (pp. 161-162).

Domestic scholars' research on 4R theory is mainly developed from the mature 4R theory abroad, mainly focusing on the comparison of 4R theory with 4P and 4C theory, the innovation of 4R theory for marketing

theory, the study of 4R theory and customer relationship, and the application of 4R theory in industry marketing. In the comparison of the relationship between 4R theory and 4P and 4C theories, Yu and Feng (2002) compared the relationship between 4P, 4C, and 4R marketing theories from the perspectives of customer communication, enterprise investment cost, and investment time by analyzing marketing concept, marketing model, marketing objectives, and marketing tools, and concluded that there is no antagonistic relationship between the three theories, and enterprises should combine these three theories in the practical application (pp. 248-249). In the process of practical application of these three marketing theories, enterprises should combine their own characteristics for selective application. Jing Jinan (2003) analyzed the development and evolution of three different marketing theories, 4P, 4C, and 4R, and concluded that these three marketing theories are complementary to each other and gradually improve each other (pp. 53-54). In the process of analyzing the relationship among 4P, 4C, and 4R marketing theories, Zhou Huilin (2007) proposed a marketing mix strategy about these three marketing theories (pp. 67-68). Hu Qiping (2010) used 4R theory in analyzing the level of customer relationship theory to clarify the role and influence of customer relationship value on customer relationship marketing strategy. In terms of the application of 4R theory industry field marketing, especially in the field of new media marketing, Yu Lu (2015) pointed out that in the era of leapfrog development of the Internet, the online marketing activities of the tourism industry should be based on the principle of maximizing customer value, establishing user loyalty with the help of advanced big data analysis, and cultivating long-term relationships with customers (p. 96).

With the increasing expansion of domestic scholars' research on new media marketing of tourist attractions in recent years, it can be found that the research on new media marketing of domestic tourist attractions is mainly focused on the following two aspects: marketing research of tourist attractions in the context of new media era, and empirical research on new media marketing with tourist attractions as the research object. In terms of research on the marketing of tourist attractions in the context of the new media era, Li Yan (2017) argued that in the era of rapid updating of new media, which presents the significant features of multiple demands, universal application, and universal sharing, tourist attractions should optimize new media to actively carry out fruitful marketing campaigns, thus creating a cordial atmosphere of full interaction with tourists and providing a more feasible method for evaluating tourists' comprehensive satisfaction with scenic tourism (pp. 150-151). In the empirical study of new media marketing with tourism scenic spots as the research object, Wu Yongbing (2013) took Wulingyuan Scenic Spot in Hunan Province as the research object and discussed the example of Wulingyuan Scenic Spot using new media to conduct comprehensive three-dimensional marketing, which finally won great marketing returns with less marketing cost. Taking the famous Shandong Taishan Scenic Area in China as the research object, Ma Haiyan (2014) studied that the Taishan Scenic Area made full use of the scenic area's official website, online travel intermediaries, online communities, Weibo, WeChat, SNS forums, and other new media platforms with a large number of new media users to carry out a large number of new media marketing activities to achieve the purpose of establishing the brand image of the Taishan Scenic Area (pp. 23-24).

The Explanation of Concepts

4R Marketing Theory

In the early 21st century, American scholar Don Schultz pointed out that theory is about correlation, reaction, relationship, and reward. Based on four new elements, relationship marketing is at its core and focuses on building

stronger loyalty relationships between businesses and customers. The 4R theory is competition-oriented and focuses on customer loyalty with relationship marketing as the core. It forms a unique relationship with customers through association, relationship, response, and return, and uses loyalty relationship to achieve marketing goals, establish and form competitive advantages of enterprises, and obtain stable market shares. In the actual marketing, customers' demands are constantly changing. The theory requires enterprises to constantly listen to customers' opinions, formulate timely and effective market response strategies, and then discover and obtain effective market information. In this way, enterprises can better adapt to the market demand, enhance customers' purchase desire and loyalty, and then obtain market returns.

Concept of New Media Marketing

New media marketing refers to the marketing carried out through the form of media established on the basis of digital technology and the Internet. At present, the technical development of new media is becoming increasingly mature, the number of audience groups is becoming increasingly large, the application of new media continues to be large, and the connotation of new media marketing will have a deeper level of expansion due to the progress of media technology.

Overview of Quzhou Jianglang Mountain Scenic Spot

Jianglang Mountain is a World Natural Heritage Site, a national scenic spot and a national AAAA tourist area. It is a midway island on the golden tourist route that connects the southeast region with many other provinces, 25 kilometers from the city. The scenic area covers an area of 11.86 square kilometers and consists of six parts: the three stone peaks, the 18 curves, the pagoda mountain, the Su Nui Lake, the Xianju Temple, and the entrance area, with the main feature of "strange peaks and red walls", which is a typical Danxia landform scenic area. The main peak of Jianglang Mountain in the scenic area is 819.1 m above sea level, and the relative height of the three boulders at the top of the mountain is 369.1 m, with a slope of 88° or more, making it the "First Wonderful Peak of Danxia in China". On May 17, 2002, the mountain was selected as one of the fourth batch of national key scenic spots, and in 2005, it was selected as a national 4A-level scenic spot. On March 2, 2009, Jianglang Mountain was officially nominated as a World Natural Heritage Site, and on August 1, 2010, it was inscribed on the World Heritage List as one of the "Danxia in China" nominations, becoming the first World Heritage Site in Zhejiang Province and the first in the Yangtze River Delta region.

Analysis of New Media Marketing Problems of Quzhou Jianglang Mountain Scenic Spot

Insufficient Connection With New Media Users

Lack of humanization of the Weibo's content. By browsing through the Weibo of Quzhou Jianglang Mountain Scenic Spot, the content can be classified into three types: natural landscape scenery, activity promotion, notice and announcement. Among them, the greatest numbers of Weibo are published in the notice category, and the content of the notice is limited to the remaining number of tickets, which shows that the content of Weibo is less related to tourists and lacks attractive and humanized content.

Lack of attraction of news website marketing methods. You may start either with study or with research. Whatever you start with, you are expected to follow the principle "Do not forget research while studying and do not abandon study while doing research". This principle suggests two approaches to mutual stimulation between study and research: One is research-based study and the other is study-oriented research.

Not Quick Enough to Respond to New Media Market Changes

Outdated portal content. Scenic area portal as a new media window to introduce scenic spots to the majority of Internet users should be timely according to the new media market changes, and adjust the website content. By looking at the information on the website of Quzhou Jianglang Mountain Scenic Spot, it is found that the picture on the home page has not been updated, nor has the picture of the latest activities of the scenic area been replaced. This is especially true in the information section of scenic spots. The scenic spot website is not updated in time, and the pictures and texts lack timeliness. It has been unable to adapt to the rapid demand of the new media market for the information of tourist attractions. In the long run, it will inevitably lag behind the development of other scenic spots in the field of new media marketing.

Updating Weibo and WeChat untimely. Weibo and WeChat are new media tools that are widely used in current scenic spots. The speed of information update directly affects the competitiveness of major scenic spots in the new media marketing market. By checking the update frequency of scenic Weibo and WeChat public number in the past year, we found that both platforms stopped updating in 2022. The number of updates cannot meet the needs of the public.

Untimely New Media Marketing Relationship Interaction

The portal is not only a window for the majority of Internet users to understand the scenic area from a close distance, but also a bridge for communication between the scenic area and the outside world. From the portal of Zhengzhou Yellow River Scenic Area, there is no rich external links established yet. Nowadays, many scenic spots have already established external links in their own websites. For example, Anhui Tianzhu Mountain Scenic Spot has already established external links and a large number of linked sites, as it can be seen from the link map of Tianzhu Mountain Scenic Spot website. The external links established by the website are very rich, including links to government websites in Anhui Province and cities, links to forestry and land function departments, links to some friendly scenic spot websites, links to tourism forums and associations, etc. These website links have strongly promoted Tianzhu Mountain Scenic Area's tourism resources; the same way to establish external links through the portal for marketing and publicity is also worth learning from Quzhou Jianglang Mountain Scenic Spot.

Unsatisfactory New Media Marketing Return

Quzhou Jianglang Mountain Scenic Spot in the development of new media marketing activities, in addition to the needs of new media users, continues to launch marketing activities, but also the combination of marketing publicity and the interests of new media users, timely new media users, especially fans to regularly rebate activities to build fan loyalty to achieve long-term new media marketing returns. From the perspective of the activities carried out by scenic spots for new media fans, the number of such marketing activities is relatively small and the intensity of activities is relatively insufficient. In terms of the total amount of information on the overall feedback to fans, the proportion of information on marketing activities is still low, and there is a need to carry out more fan feedback activities through Weibo and WeChat to enhance fan support in the future.

New Media Marketing Strategies of Quzhou Jianglang Mountain Scenic Spot Based on 4R Theory

Based on Relation

New media users, as the object of new media marketing in tourist attractions, occupy a very important

position in new media marketing in tourist attractions, and are the key factors to determine the success of new media marketing in tourist attractions. It can be seen from the analysis of Quzhou Jianglang Mountain Scenic Spot connection with new media users in the previous chapter that there are certain deficiencies in the content released on microblog and the attractiveness of the marketing methods of news websites, which reflects that the connection between the new media marketing of scenic spots and new media users is not close enough. It is necessary to strengthen the close relationship with new media users in new media marketing.

Adding humanized content on Weibo. In view of the lack of humanized content of Weibo in Quzhou Jianglang Mountain Scenic Spot, we can add some pictures and videos about tourists' touring in the contents of the Weibo. In the process of specific Weibo content release, we should focus on the following points: Firstly, we should focus on integrating people and landscape, in the process of photo editing a large number of tourists throughout the beautiful scenery of the scenic area, using multiple multi-angle presentation, to give Weibo users a feeling that the characters and the surrounding landscape are integrated. Secondly, we should pay attention to the comprehensive embodiment of emotion and landscape. Appropriate addition of emotional factors can arouse the emotional resonance of Weibo users when browsing, for example, with a gentle and gentle music to express a chic emotional tone. And finally, it is important to reflect the sense of technology in content editing. For Weibo through the rapid development of several years, the content of the change is also changing day by day. Scenic Weibo in the daily release of content in addition to pay attention to the expression of humane content but also should be appropriate to add a sense of technology factors. For example, the pictures and videos of tourists sightseeing mixed together, or a number of small video clips of tourists visiting the microfilm, the use of modern technology to Weibo users to bring a different visual experience.

Using story and topic marketing to attract news website users. First, story marketing can be used to attract news APP users. For many users of news websites, they are usually busy at work and under great physical and mental pressure, so they generally want to see light and interesting content to relax after taking a break from reading news APP. Quzhou Jianglang Mountain Scenic Spot as a scenic spot with many years of history can take advantage of the current demand of news APP users like to see interesting content, fully exploit the cultural connotation, and some attractions combined with the historical background of the landscape, and take the story marketing way to attract the attention of news APP users. Second, you can use topic marketing to attract news APP users. News APP has the characteristics of strong timeliness and fast update, so Quzhou Jianglang Mountain Scenic Spot should focus on combining the above characteristics of news websites while carrying out advertising marketing, combining with users' need for a large amount of novel and characteristic information, using topic marketing to trigger advertising attention hot spots, so as to cause wide resonance and strong concern of news websites users.

Based on Reaction

In the fierce competition in the new media market, tourist attractions not only have to face strong competition from other scenic spots, but also face the unpredictable new media market. It can be seen from the analysis of the problems in the new media market of Quzhou Jianglang Mountain Scenic Spot in the previous chapter that the content setting of portal website and the updating speed of Weibo and WeChat cannot adapt to the rapid changes of the new media market. Therefore, further improvements should be made in the above two aspects to quickly adapt to the changes of the new media market.

Optimizing the content of the portal. One should optimize the information section information. With the

increasing pace of new media information update, Quzhou Jianglang Mountain Scenic Spot portal scenic information section of the outdated content information obviously cannot adapt to the new media information update speed requirements, and need to further optimize the existing content, while adding new information content. The information released from October 2021 to November 2022 is rearranged according to the chronological order, and the contents are grouped into three categories: scenic activities information, scenic notices, and scenic preferential information, and the latest information of the scenic area from the end of November 2022 is collected into the above three categories, so that users can understand the latest developments of the scenic area and find relevant information in time.

Updating Weibo and WeChat timely. For Quzhou Jianglang Mountain Scenic Spot, the requirement of the amount of information update is still relatively high. Especially in today's growing Weibo and WeChat users, all kinds of users are changing their requirements for the number of updates on Weibo. For the scenic Weibo and WeChat, it is not only necessary to have faster information update speed, but also higher information release quality. In terms of information update speed, we should clarify the management of Weibo and WeChat, determine the daily information release quantity and update date, and regularly do the system operation and maintenance work of Weibo. In terms of the quality of information release, we can listen to fans' opinions on the information released by means of micro-blog voting and Weibo messages, and adjust the information according to fans' requirements to ensure the effectiveness of information released by micro-blog and Weibo.

Based on Relativity

Establishing external links to strengthen the promotion of the portal: With the continuous development of the Internet, the technical requirements for portals are getting higher and higher. By looking at the portal of most scenic spots in the country, it is found that most of them have external links at the bottom of the home page of the website, and the range of links is also very wide, ranging from various government websites to various types of tourism organizations. Scenic spots can actively communicate with relevant units and departments in the process of portal update and maintenance to expand the number of units with external links. In terms of tourism agencies, external links can be established with tourism agencies, such as China Travel Group and China Youth Travel, to strengthen cooperative relationships and further expand domestic and international tourism sources. In terms of other scenic spots, external links can be established with scenic spots, such as 28th Baidu and Qingyang Village to deepen the good relationship with sister scenic spots and share the network tourism resources.

Based on Reward

Weibo and WeChat feedback marketing: The existing Weibo and WeChat publishing information, activities for fans accounted for a relatively low information, indicating that in the future Weibo and WeChat marketing, there is a need to further increase the feedback marketing efforts. Specifically, one is to increase the number of Weibo, WeChat give-back marketing, the past give-back marketing activities often around the node, and with the end of the holiday, give-back marketing activities are over. And the future giveback marketing should show a trend of normalization, daily working days, and holidays to carry out giveback marketing. Second, change the way Weibo and WeChat give back marketing. Most of the unusual Weibo and WeChat marketing methods are to give back to fans through ticket price concessions, and this kind of giveback will make users feel bored; for this reason, you can carry out giveback activities to users through interactive mini-games and travel knowledge quizzes, and improve the loyalty of Weibo and WeChat fans through the active participation of Weibo and WeChat fans.

Conclusion

This paper takes the new media marketing of Quzhou Jianglang Mountain Scenic Spot as the research object, by describing the overview of Quzhou Jianglang Mountain Scenic Spot, analyzing the problems of new media marketing of Zhengzhou Yellow River Scenic Area from four perspectives of 4R theory, and proposing the new media marketing strategy of association, response, relationship, and return for Quzhou Jianglang Mountain Scenic Spot based on the 4R theory.

For Quzhou Jianglang Mountain Scenic Spot, new media marketing is still in its initial stage, and there is a big gap compared with the new media marketing of other scenic spots of the same type. The current marketing method of Quzhou Jianglang Mountain Scenic Spot is the coexistence of traditional marketing and new media marketing. In the future development process of the scenic spots, the issues—whether the new media marketing of scenic spots has an impact on traditional marketing, whether the effect of new media marketing can surpass the benefits brought by traditional marketing, and whether new media marketing and traditional marketing can complement each other—need to be further studied.

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