

## Research on Current Situation, Problems and Countermeasures of City Marketing of China

Wang Shuie

Xijing University, Xi'an, Shaanxi, 710123, China

**Keywords:** City marketing, Creative city, City development

**Abstract:** With the global flow of production factors and the change of city location, the competition between cities is becoming more and more intense. In the mid and late 1990s, China began to have practical development in urban development. On this basis, local governments put forward the concept of city management. This concept has developed rapidly, forming the concept of city marketing today. However, at this stage, there are the problems of backward research, erroneous conception and improper conduct in city marketing in China. In view of these problems, this paper puts forward corresponding countermeasures to provide references for relevant researchers.

### 1. Introduction

The concept of city marketing comes from marketing [1]. With the development of economy, marketing theory has gradually matured and began to be applied to the government and the third sector outside the enterprise. Marketing theory is applied to the development and change of government departments as the related theory of government marketing. With the improvement of the level of urban development, marketing theory has also begun to be applied to urban construction, forming a set of independent urban marketing theory. Similarly, the center of government marketing is the public in the areas under the government's jurisdiction. Compared with traditional government marketing, public-centered government marketing has great advantages, including changing the public's perception of the government, solving public complaints about the government, and improving the performance of government departments. Government marketing is a scientific methodological system, which requires scenario analysis, target setting, market segmentation, marketing research, brand positioning, and a series of strategic tools to formulate an assessment, budget and implementation plan. The emergence of government marketing benefits from the development of new public management movement and the expansion of marketing concept. Government marketing is the application of marketing theory to government departments, the use of marketing methods and strategies, to the needs of the public as a guide, thereby improving the efficiency of government work, to meet the public requirements, and ultimately to improve the credibility and reputation of the government. Urban brand marketing competitiveness is an important part of a city's comprehensive competitiveness. The formation of city brand marketing competitiveness is based on the comprehensive competitiveness of the city. Without the efforts of urban planning and construction quality improvement and resource endowment mining, the enhancement of city brand marketing competitiveness will become a water-free source [2].

### 2. Problems of City Marketing of China

#### 2.1 Backward Research of City Marketing.

The introduction of urban marketing in China is relatively late, and the main research results are concentrated after twenty-first Century. The concept of city marketing is defined by the concept of regional marketing. Various cities have begun to explore and practice urban management, and theoretical studies on urban management have emerged one after another. Domestic research on

urban marketing can be roughly divided into three stages. The first stage is before the 21st century, this stage of urban marketing research mainly focused on the practice of urban marketing research. The second stage was in the early twenty-first Century, and scholars studying the theory of urban marketing began to increase. The article also clarifies the subject, object, carrier, channel, marketing strategy and support platform of urban marketing, and further improves the theoretical framework of urban marketing. In the third stage, the study of urban marketing theory pays more attention to the segmentation and selection of urban marketing, and emphasizes the adaptability of marketing strategy to internal and external environment. Scholars expound the background of urban marketing theory, differentiate urban marketing and related concepts, and introduce the development path of urban marketing theory from different angles such as competitiveness, urban image, urban brand and marketing. Although China's urban marketing has made some progress in practice, the domestic theoretical research on urban marketing is relatively backward, and there is still a lack of accurate and comprehensive understanding of what and how to marketing, and the understanding of many problems is relatively superficial. This directly leads to the lack of systematic guiding ideology in urban marketing practice, unclear operational ideas, and the inability to use the viewpoint of system management to integrate many elements. The new situation of urban development urgently needs theoretical innovation to produce a more systematic and scientific urban marketing theory to guide urban marketing practice and promote more cities to achieve leapfrog development [3].

## **2.2 Erroneous Conception of City Marketing.**

Many domestic organizations, such as urban planning, urban management and other departments, to varying degrees, equate the concept of urban marketing with only economic value, not cultural, aesthetic, ecological value, and therefore do not approve of the use of the concept of "urban marketing" or even oppose urban marketing. In essence, city marketing is a process to meet the needs of urban consumers. This demand includes not only material needs, but also spiritual needs. Therefore, urban marketing not only does not exclude the cultural value, aesthetic value and ecological value of a city, on the contrary, it helps to promote these values of a city and social recognition. At present, the hot square and lawn are in the ascendant. From the marketing point of view, this practice is actually to take the building as the essence of urban marketing, urban material and cultural lack of individuality. This similarity in image construction leads to the superficiality and homogeneity of city brand construction, which weakens the function and function of the city. On the other hand, the blind comparison of the number and scale of buildings, the emergence of various image projects showing "political achievements" not only caused a large amount of waste of social resources, but also destroyed the style and traditions of the city, resulting in a great negative impact, and this impact is difficult to eliminate in a short period of time. From the perspective of omni-directional marketing, internal marketing and external marketing play an equally important role, but for a long time out of the excessive pursuit of economic and political achievements and the preference of publicity and display of urban construction achievements, urban external marketing has been the focus of marketing resource allocation. In contrast, urban internal marketing has always been neglected, and the needs of stakeholders within the city and their ability to create urban value have not been given due attention [4].

## **2.3 Improper Conduct of City Marketing.**

Only by ensuring that cities can provide innovative and compelling products and services in all fields can they remain at the forefront of the world's attention and appreciation. Otherwise, marketing can only accelerate the failure of city marketing. For China's cities, the supply side reform of urban products and services should be the cornerstone of urban marketing. In the process of urban marketing, as the main body of marketing, urban government cannot only provide good products and services, but also provide bad products and services. City consumers will consume all products and services provided by the city government. The government's decision-making and the inefficiency of government agencies are all the manifestations of bad products provided by urban governments. Therefore, the city government only provides the city consumers with as many excellent products and

services as possible, the city marketing has the development power. City marketers often interpret urban marketing simply as the creation of Urban Hardware environment, without a comprehensive and systematic analysis of the level of urban economic development, historical and cultural accumulation, the advantages and disadvantages of the natural environment and many other factors, especially the lack of awareness of urban competition, not from the background of economic globalization to study the city. The location and role of the city in the overall regional environment, as well as competitors, target audiences and so on. On the other hand, in the process of hardware environment construction, the city marketing work is simply understood as a city slogan, a TV propaganda film, a landmark building. These are not enough to fully demonstrate the history, current situation and future of a city. City marketing is a systematic project. It is necessary to integrate the scope of communication, the choice of media, the characteristics of the audience and many other factors scientifically and systematically. By creating and transferring high-quality city value, the ranks of consumers in big cities will be constantly strengthened.

### **3. Countermeasures of City Marketing of China**

#### **3.1 Countermeasures of Advertisement.**

Advertising is the main role of information transmission, it is the most widely used in marketing, the most economical, the fastest-acting marketing strategy. In urban marketing, the role of advertising cannot be underestimated, advertising in urban marketing has the fastest effect, in improving the city's popularity is also the most significant effect. All kinds of advertisements have their own characteristics and advantages. When choosing, we should consider the effects of various factors on the input and output of advertisements. There are three objectives of marketing advertising in cities. When the city's popularity is small and the resources have not been fully exploited, the advertisement can be used to inform the city so as to improve the city's popularity. The persuasive goal, after the city has a certain reputation, is to attract investors and consumers interested in the city, stimulate their investment and consumption of the city. There are many forms of urban marketing advertising media, including newspapers, magazines, radio, television, the Internet and so on. Each of these advertising media has its advantages and disadvantages. The publication cycle of magazines is relatively long, and the broadcasting medium is timely and rapid, and the cost is relatively low. But at present, the majority of the audience is the driver, and the media form of broadcasting is short-lived, not easy to preserve, only voice, giving a person's impression is not deep; television and the Internet are emerging forms of media, television has sound and color, a wide range of publicity, is the most mainstream form of advertising media. But the cost is relatively high.

#### **3.2 Countermeasures of Public Relations.**

Urban public relations are a kind of marketing strategy to establish and maintain a good image of the city, and then improve the competitiveness of the city. The meaning of urban public relations can be understood from two aspects. Firstly, the urban public relations strategy is not guided by the specific characteristics and resources of the city. Public relations focus on the overall environment and image of the city. Of course, this does not mean that urban public relations activities cannot attract and stimulate consumers and investors. Successful public relations will play a long-term role in urban investment and consumption. Secondly, urban public relations are not advertising, and the two must not be confused. Advertising can be a part of specific public relations, but there are significant differences between the two. Advertising should pay for the time and space occupied by the media. Public relations is not necessary. Urban public relations activities attract the media to publicize and report on the city actively; the city has the dominant right to publicize the content of the advertisement; the content of the advertisement is decided by the city government; and the content of the publicity of public relations is decided by the media. Urban public relations is a special kind of social relations, which is different from general social relations and interpersonal relations. The general meaning of public relations refers to the relationship between organizations and

organizations in the society. The main body of urban public relations refers to the government or related departments; the object of public relations activities includes both investors and consumers, but also government and related departments internal staff; the media of urban public relations is a variety of information communication tools and mass communication channels. The goal of urban public relations is to create a good image and reputation of the city, but in the process of achieving the goal of urban public relations cannot violate the basic principles of sincere cooperation, equality, mutual benefit and common development of public relations.

### **3.3 Countermeasures of City Promotion.**

City promotion is not as effective as advertising and public relations. Therefore, urban promotion policy is more suitable for short term tasks in a specific period. Secondly, city promotion is a supplementary city marketing policy, which is not suitable for single use as a major city marketing strategy. Otherwise, it will easily lead to the devaluation of city resources. Therefore, this kind of marketing strategy is only a supplementary strategy, which is suitable for use with other marketing strategies. It can't be used for a long time. Thirdly, the strategy of urban extension has two contradictory characteristics. On the one hand, it conveys the information of rare opportunities and timing to consumers and investors, on the other hand, it conveys the slow development of the city and the unsatisfactory economic situation. It is urgent to promote urban development through promotion. Due to improper use of promotion will bring negative effects, so in the selection of promotion of urban marketing strategies, there should be some control. Different promotion methods has different purposes. Comparing and optimizing the combination of various promotion tools is very important to achieve the effect of urban promotion. To determine a reasonable period of time, urban promotion is only suitable for a short period of time, but not too short, this period should be grasped in allowing consumers and investors, tourists to feel the benefits of business promotion will not let them accustomed to, lost the role of stimulating demand, and even bring doubt and distrust. Promotion should also avoid fraud. Urban promotion is aimed at potential consumers and investors who consume and invest in cities. If the city government or the relevant person in charge fraudulently causes potential consumers and investors to distrust the city, the image and reputation of the city will be damaged, and it will bring huge impact on the long-term development of the city. Big risk. Promotion should control the budget and pay attention to the propaganda in the middle and later stages.

### **4. Conclusion**

Cities are human creations for better life. At present, the development level of domestic urban marketing is still relatively low, the application is not perfect, and the level of government departments to use marketing strategies is not high. Research on the matching of city and marketing strategy can improve the utilization level of government marketing strategy, and ultimately help to realize the city marketing destination. Reasonable choice of urban marketing strategy can maximize the role of marketing and enhance public satisfaction.

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