

# Marketing of Cultural Services: Social and Cultural Challenges of the Region

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**Abstract** — The article presents modern approaches to the implementation of the socio-cultural policy of Russia in the regional aspect and the results of marketing research into the process of consumption of cultural services to understand the current challenges facing the regional system of cultural institutions and directions of the transformation of their activities. Transformation of needs of the population in socio-cultural and leisure activities, changes in the traditional way of everyday social practices, everyday life, professional activities of citizens, form new directions of development for cultural institutions. These are the issues of ensuring a successful recreational and educational function, applying new methods and tools for working with consumers, and updating the material and technical base and range of services. Among the expected and actively implemented in other sectors of the economic transformation of services can be digital technologies, strict orientation to a particular consumer segment, development of approaches and mechanisms of the economy of impressions. The promotion of the mentioned vectors of development of cultural services in the regional branched out system of institutions will determine the success of the implementation of the socio-cultural strategy of the geopolitically important region and the country as a whole.

**Keywords** — *socio-cultural policy, marketing approaches, impressions economy, consumer segment*

## I. INTRODUCTION

Russian cultural institutions, including those at the regional level, have been under difficult financial conditions in recent decades. On the one hand, it was a serious obstacle to development; on the other hand, it required an active search for economic survival, development of instruments of strategic marketing of cultural services.

Transition to marketing strategy means reorientation of all directions of activity of the organization to possibilities of the concrete buyer or the user of service, i.e. marketing management represents a certain way of thinking in the management of the cultural institution which the main specificity is an orientation to requirements of the market of services. The main principles of marketing management in the field of culture include thorough and comprehensive study of the market of social and cultural services based on the existing needs and preferences of consumers; targeted impact on the market of social and cultural services to form a solvent demand for certain types of services. They also include adaptation of the current activities of the organization to market requirements; development and implementation of such types of social and cultural services, which meet the consumer preferences of the population [1].

Thus, the solution to the research question of the vectors of a transformation of the activity of a branched out network of cultural institutions is:

– in search and actualization of marketing approaches, which are implemented in dynamically developing economic systems, concerning regional conditions;

– in defining the vectors of development of preferences of the population and a new vision of the role of services of cultural institutions in life activities and satisfaction of socio-cultural needs.

## II. METHODS AND MATERIALS

An important factor in the social, economic and political development of Russian society is the stable development of the cultural sphere, the preservation of cultural and moral values, interregional and inter-ethnic cultural ties and the strengthening of spiritual unity in society. State policy in the field of culture is also aimed at creating conditions in which the cultural and spiritual potential of the individual is actively developed and its fullest realization is possible.

In May-September 2019, the Stavropol Territory conducted market research: "Features of functioning of cultural and leisure institutions in modern conditions".

The research is organized by a questionnaire survey method. A total of 397 people were surveyed in 38 localities of the Stavropol Territory, which ensured the representativeness of the territories. Regional centers are 25.9% of the survey participants; urban districts are 22.9% of the survey participants; villages with a population above 3.0 thousand people are 36.4% of the survey participants; villages with a population below 3.0 thousand people are 14.8%. In general, the socio-demographic parameters of the surveyed population reflect the structure of the Stavropol Territory population and provide an opportunity to conclude the needs and preferences of the population. On this basis, the vectors of transformation in the activities of the Stavropol Territory's extensive regional network of cultural institutions can be determined.

## III. RESULTS

According to the survey results, there is moderate intensity of visits to cultural institutions: about half of the survey participants (46. %) visit cultural institutions several times a month; a quarter visit very rarely; and a quarter visit often - several times a week. The main reasons for these visits are lack of free time (46.6 %), tiredness after work (study) (31.4 %), family and household problems (20.6 %), and health (10.9 %).

The majority of survey participants describe positively the changes in the quality of services provided in cultural institutions: 75.4% of the survey participants believe that they have improved. 13.0% of the survey participants said that the quality of services has remained at the same level; 2.6% said that it has degraded and 9.0% gave no definite answer.

Among the activities of cultural institutions, the most popular are amateur performances (noted by 55.4% of survey

participants), mass performances (noted by 52.3% of survey participants), tour concerts and performances (noted by 20.6% of survey participants), leisure evenings and discos (noted by 16.6% of survey participants). According to 66.1% of survey participants, the list of services is sufficient to meet their basic socio-cultural needs. Most often the survey participants take part in cultural and entertainment events: cultural (50.9%) and entertainment (30.3%).

According to 71.3% of survey participants, active forms of leisure prevail. Accordingly, they are the ones who are given preference.

On the whole, modern cultural institutions of the Stavropol Territory are characterized, according to the population:

- interesting activities (noted by 80.5% of respondents);
- the work of interesting club, ensembles and creative workshops (85.2% of respondents);
- openness and accessibility to communication for all cultural workers (mentioned by 86.9% of respondents);
- a significant contribution to the preservation and multiplication of cultural traditions of the city (village) (noted by 88.9% of respondents).

In general, the conducted research characterizes the peculiarities of the functioning of cultural and leisure institutions of the Stavropol Territory in the modern conditions.

## IV. DISCUSSION

Discussion of modern approaches in the marketing of cultural services underlines the relevance of this research topic.

Among such approaches, there is the segmentation of consumers on the principle of intercultural unifying features. Tsotsou, R.H. [2] testifies about examples of implementation of this approach in the sphere of tourism services provision. For the analysis, we used a quantitative method such as user ratings of hotels online on TripAdvisor. This approach in the marketing of cultural services is gaining relevance in the regional aspect, as the tourist and recreational complex of southern Russia is actively developing. Besides the permanent population, which is a multinational community of cultures, there is a constant increase in the flow of foreign tourists, who need to be offered, including cultural leisure, taking into account national traditions and customs [3, 4, 5, 6, 7, 8].

In the information and communication activities of modern Russian society, there is a growing process of digitalization of services and management. The sphere of cultural services is no exception. Authors Storozhenko L. and Petkun S. investigate the impact of modern electronic communications on social and economic, socio-political and cultural relations in society [9, 10, 11, 12].

With the development of digital formats for the promotion of services, the issue of consumer confidence becomes more relevant. Confidence marketing becomes the most popular concept of modern marketing. According to this concept,

marketing tools of organizations in the digital society should be set up to establish trusting relationships with consumers [13, 14, 15].

Authors Sajjanit C., Rompho N. introduce the concept of an integrated interface for marketing and customer feedback, which greatly improves the efficiency of work with different segments of the consumer market [16, 17, 18].

Based on the theory of social exchange, authors Papparoidamis N.G., Tran H.T.T., Leonidou C.N. examine how the cultural intelligence of employees affects the results of customer loyalty in terms of perceptions of service quality [19]. This statement is relevant to the process of providing cultural services because the perception of these services and the emotional impact is a key component [20, 21].

The authors Silva A., Sousa B., Fernandes P.O. note in their research that the cultural sector is as complex and diverse as the concept of culture itself. Building on the rapid and profound technological changes of the early twenty-first century, a creative economy has emerged, driven by globalization and rapid information exchange. The case of Portugal illustrates how the cultural and creative sector is gaining momentum, thus contributing positively to the country's well-being and job creation. The importance of cultural marketing for relationship management and customer loyalty in the cultural and leisure sector is therefore stressed [22, 23, 24].

Thus, the analysis of publications in the marketing of cultural services confirms the relevance of the issue raised and the key findings of the study

## V. CONCLUSION

The principles of marketing in the field of culture discussed above reveal the important role of these activities in the management of a cultural organization. Cultural institutions engaged in the search for ways to optimize internal work should first develop a marketing strategy that is distinguished by its complexity and multidirectional [25].

Transformation of the needs of the population in socio-cultural and leisure activities, changes in the traditional way of everyday social practices, everyday life and professional activities of citizens, form new development directions for cultural institutions. These are the issues of ensuring a successful recreational and educational function, applying new methods and tools of work with consumers, and updating the material and technical base and range of services. Among the expected and actively implemented in other sectors of the economic transformation of services can be called digital technologies; strict orientation to a particular consumer segment; development of approaches and mechanisms of the economy of impressions. The promotion of the mentioned vectors of development of cultural services in the regional branched out system of institutions will determine the success of the implementation of the socio-cultural strategy of the geopolitically important region and the country as a whole.

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