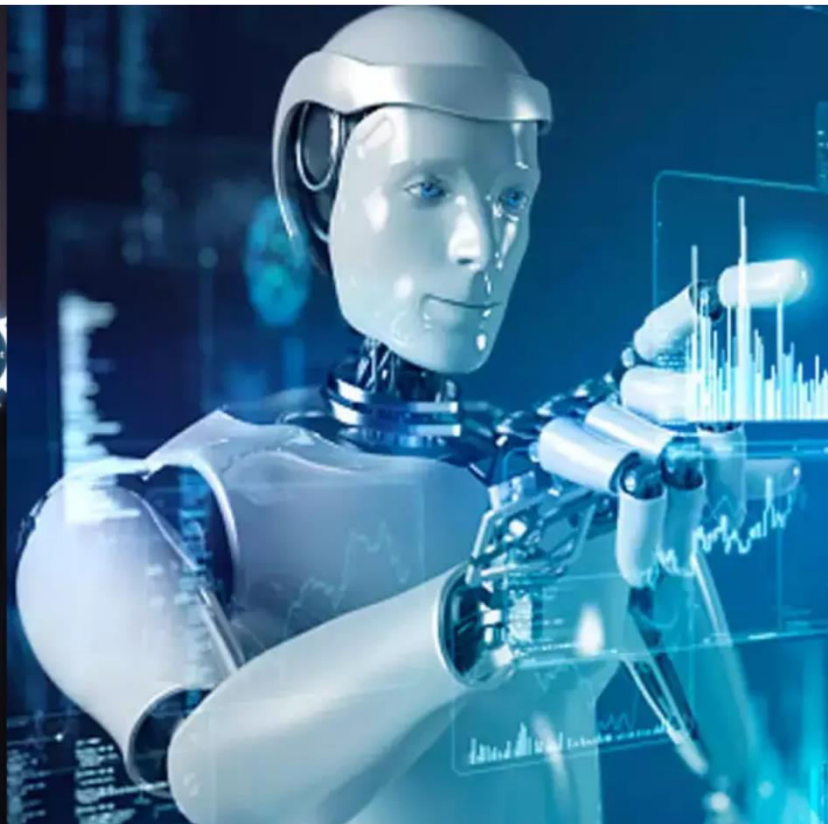




International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 3, March 2025

Analysis of Red Short Video Cultural Service Strategy of Yiyang Library Based on the TPB Model

Yu Liyan¹, Xiao Yan², Wang Yujiao³, Yuan Zhuoyu⁴, Xie Yixue⁵, Peng Hao⁶

School of Humanities, Hunan City University, Yiyang, China¹⁻⁶

ABSTRACT: Based on the TPB model of planned behavior theory, combined with the current practice of red short video propaganda in Yiyang Library, this study explores the innovative path of red short video reading service in Yiyang Library from three dimensions: psychological cognition, subjective willingness, and decision-making behavior. The study reveals that the TPB model can provide theoretical support for the innovation of red short video service in Yiyang Library, construct personalized service plans through user demand portraits to enhance psychological cognition, build characteristic red short video brands based on Yiyang's local red cultural resources, and cultivate users' continuous behavior habits to guide decision-making behaviors with the help of participation incentive mechanism. The model has significant value in improving the communication efficiency of red culture and optimizing digital reading services and can provide an operational strategy reference for the innovation of red short video services in other public libraries.

KEYWORDS: Yiyang Library, red culture, short videos, TPB model

I. INTRODUCTION

As an important part of socialist culture with Chinese characteristics, red culture records the revolutionary spirit of the Chinese nation. Xi Jinping said at the end of the inspection work in Hunan in 2020: "Hunan is a red hot land, out of Mao Zedong, Liu Shaoqi, Ren Bishi, Peng Dehuai, He Long, Luo Ronghuan and other revolutionaries of the older generation, there have been major historical events such as the Autumn Harvest Uprising, the Southern Hunan Riot, and the transfer of troops through the channel, and a large number of communists have composed heroic songs that move the world in this hot land." It is necessary to educate and guide the majority of party members and cadres to carry forward the revolutionary tradition, inherit the red gene, keep in mind the original mission, and take the long march road in the new era [1]. In the "14th Five-Year Plan" cultural development plan, the state proposed to strengthen the protection and utilization of red resources, and public libraries, as the core position of cultural communication, urgently need to innovate service models. Yiyang is one of the representative places of Huxiang red culture, and Yiyang has rich red resources, such as Qingxi Village, Zhou Libo's former residence, Zhou Yang's former residence, etc., Yiyang Library benefits from the influence of Yiyang's local red writers and red resources, and has a large number of distinctive red books, which can carry out red activities according to local conditions, enhance readers' stickiness, and better spread red culture.

Cheng Qianqian pointed out in 2022 that library communication should use user choice as the starting point of short video production, use story thinking to enhance the interest of content production, restore scenes to allow users to immerse themselves in the experience, and use dialogue and cooperation to mobilize users' willingness to participate, to build a sustainable red culture communication path [2]; Only by reasonably choosing the form of digital promotion, grasping the core link of short video promotion, accurately positioning the content, and giving full play to the emotional effect, can the library expand the audience and form a new paradigm of digital reading promotion. In 2022, Li Xiaoxing pointed out that only by rationally choosing the form of digital promotion, grasping the core links and content positioning, and giving full play to the emotional effect can libraries expand the audience and form a new paradigm of digital reading promotion [3]. Xu Yunjie pointed out in 2022 that in the context of digital transformation, public libraries should adapt to the development theme of the times, keep up with the wave of new technologies, give full play to their advantages, explore new communication carriers and platforms, link service mechanisms, and do a good job in the development, integration, and reading promotion of red cultural resources [4]. At present, most of the studies tend to

explore how to use short videos to realize the digitization of public libraries, but few studies explain and discuss the digital transformation of red culture in public libraries from the perspective of red short videos serving the whole process of public libraries. Therefore, this study predicts individual behavior intention based on the core ideas in the theoretical model of planned behavior: Attitude, Subjective Norm, and Perceived Behavioral Control, and solves the dilemma of digital communication service of red culture short videos in public libraries from the perspective of user behavior-driven, to provide a theoretical reference for similar libraries.

II. SERVICE VALUE OF THE TPB MODEL

TPB model is a classical theoretical model to analyze the causal relationship between consumer demand preferences and behavioral tendencies, proposed by American psychologist Ajain in 1985 [5]. The theory holds that an individual's tendency towards a certain behavior is mainly influenced by three core factors. One is attitude, that is, an individual's positive or negative emotional response to a specific behavior and its evaluation. The second is subjective norms, that is, the social pressure felt by individuals or the expectations of significant others on their behavior. The third is perceived behavior control, that is, the difficulty of performing a certain behavior is perceived by an individual, representing the individual's sense of expected control over whether the behavior can be successfully executed. Behavioral attitude, subjective norms, and perceived behavioral control jointly affect behavioral intention, that is, the more positive the attitude of the subject, the greater the support of important others, and the stronger the perceived behavioral control, the more likely it is to perform a certain behavior, and the less vice versa.

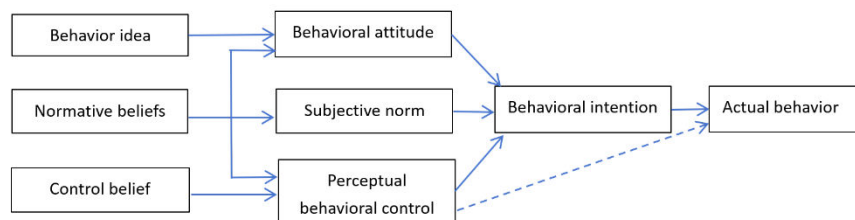


Figure 1 Basic architecture of the TPB model

In practical application, based on the joint action of the above three factors, through the quantitative analysis of behavioral attitudes, subjective norms, and perceived behavioral control, to predict and explain individual behaviors for intervention research. By changing people's attitude towards the red video of Yiyang Library, strengthening the public opinion guidance of the library's red culture, and improving people's perception and behavior control ability, the digital communication path of the library's red culture is promoted.

The characteristic of the TPB model is to explain the influencing factors and mechanism of consumers' purchasing behavior from the perspective of psychology and to quantitatively analyze the changing trend of consumers' purchasing decisions [6]. Using the TPB model to guide public library red short video reading service has high practical value, which is reflected in:

First, it is conducive to Yiyang City Library to deeply understand the needs of users, including users' preferences and acceptance of red short videos. In the big data environment, information dissemination is getting faster and faster, and contemporary people can better understand the struggle history of revolutionary martyrs, creating favorable conditions for the spread of red culture. However, the dissemination effectiveness and influence of red culture on the masses have been weakened to a certain extent due to the scattered use of short video periods and frequencies, and different audiences. The necessary condition of the TPB model is to assume that consumers consume services to achieve a dynamic supply and demand balance and that there is a positive correlation among the three elements of psychological cognition, subjective intention, and decision-making behavior [6]. Therefore, based on the TPB model, we should deeply grasp the "interest points" of consumers' red culture, accurately identify consumer video preferences, stimulate subjective exploration drive, and then promote consumers' in-depth understanding of red culture, accurately identify

consumer video preferences, use big data to continue to push and expand the effectiveness of cultural communication.

Second, it helps Yiyang City Library to accurately design service content and directly hit the "pain point" of consumers' cultural needs. Tang Chunni pointed out that strategic objectives, originality of the short video, and the path of the short video are the core contents of the public library's red short video and reading service [7]. In the use of video to disseminate culture, libraries should clearly define strategic goals, such as inheriting red culture, paying attention to the originality of short video content, ensuring that the video content is unique and in-depth, and carefully planning the push path of a short video, to accurately reach the target audience, effectively improve the communication effect of red culture and readers' cultural identity. The TPB model emphasizes the important role of marketing content in accurately directing consumers and advocates the adoption of product marketing and brand marketing strategies to improve consumers' perception and experience in the consumption process. Based on the TPB model, when using video to spread culture, libraries can pay attention to improving users' perception and experience of library services through accurate content marketing and brand-building strategies. To attract and retain users. Accurate positioning of target user groups to achieve effective cultural dissemination and accurate drainage of user traffic.

Third, it helps the Yiyang City Library to enhance the depth of interaction between the service subject and object. Yiyang City Library, as an important public cultural service institution in Yiyang City, plays an important role in the cultural service of Yiyang City. It is an important way for citizens to enjoy rich reading resources, and many precious cultures contained in it need to be made known to more people through digital media. The TPB model emphasizes the effect of psychological cognition and subjective intention on consumers' decision-making behavior and advocates the use of interactive marketing to improve consumers' decision-making ability. Based on the TPB model, when the library uses video to disseminate culture, it can strengthen the influence of psychological cognition and subjective intention on the user's behavioral decision-making, and adopt interactive video marketing means to enhance the user's participation and decision-making ability, to disseminate the library's cultural resources more effectively, enhance the user's cultural identity and the library's service stickiness.

III. TPB MODEL SERVICE LOGIC

3.1 Analysis of psychological cognition and user needs

Based on the TPB model, psychological cognitive elements and user needs are the premises for users to pay attention to the red short video of Yiyang Library. We need to analyze users' acceptance and preference for red short videos and adjust and update the content of red short video services in real time according to user preferences. With the support of log statistics, path tracing, and information perception technology of the short video platform, public libraries can deeply grasp the changing trend of user demand and expectations [6]. Focus on analyzing users' awareness of red culture and the form of preference for red short videos, etc., understand users' feedback and expectations for different types of red short videos through data analysis and market research, determine user portraits, accurately locate target user groups, and provide personalized services, to help Yiyang Library's red short videos efficiently and accurately match user needs, and better attract users' attention according to needs.

3.2 Subjective willingness and incentive strategy

According to the TPB model, the subjective willingness factor is an important factor in stimulating users' interest and attention to red short videos, and it is an important link to transforming psychological cognition into decision-making behavior. The elements of subjective willingness include attracting users' active attention through novel content and innovative forms. For example, with the help of 5G, artificial intelligence, virtual reality, and other technologies, cross-screen interconnection of electronic devices can be realized, immersive cross-scene interaction such as audio, video, live broadcast, and VR/AR/MR can be realized, blurring the boundaries between reading media and scenes, and combining historical facts such as the great changes in Yiyang's local mountain towns and revolutionary struggles to create immersive and localized red short video services [8]. At the same time, Yiyang Library can design incentive mechanisms, such as points for check-in and honorary certification, etc., to stimulate users' subjective willingness to participate. Points can be exchanged for physical objects, such as red books, red cultural creativity, etc., to encourage

users to actively participate in the creation and sharing of red short videos with relevant parties of Yiyang Library, and expand the influence of Yiyang Library's short video account; Honor certification can enhance users' sense of belonging and achievement, and increase the user stickiness of Yiyang Library's short video account.

3.3 Decision-making behavior and habit cultivation

According to the TPB model, the elements of decision-making behavior are closely related to the user's psychological cognition and subjective willingness. Analyze the user's consideration of short video content quality, service methods, interactive experience, etc., and finally choose which type of red short video to like and pay attention to. According to the analysis results, the content of red short videos is regularly updated, and the user participation experience is optimized, to cultivate users' habitual habit of participating in red short video interactions regularly. Build a channel system for users to interact with red short videos at zero distance, and promote the better dissemination of the spiritual essence of red culture. The short video account of Yiyang Library can be updated regularly with red and high-quality short videos, maintaining users' expectations for changing the account. Optimizing the interactive experience of users participating in red short videos can improve user satisfaction and loyalty, and encourage users to turn their subjective intentions into practical actions for long-term interactions.

IV. INNOVATION PATH BASED ON THE TPB MODEL

4.1 To touch the user's "inner cognition" as the starting point, customize the exclusive service plan that meets the user's individual needs.

First, according to the analysis of user needs, design a personalized red short video service plan that matches user needs, including content customization for different user groups and service innovation. TPB model takes consumers' invisible psychological cognition and explicit psychological cognition as the primary premise and should carry out red short video creation activities based on the accurate portrayal of consumers' portraits. Concerning this concept, Yiyang City Library can make use of the powerful data processing ability of the WeChat video number platform to analyze and extract the diversified demand labels of users, and constantly optimize and improve these demand label systems according to the changes in the situation of users watching red short videos. For example, Shanghai Library's "TikTok Red Classic Short Video Contest" organized a media matrix with a TikTok number, a WeChat video number, and a Weibo video number as the core. With the help of the data crawler, knowledge mining, and user tracking functions of the short video platform, users' behavioral data such as searching, browsing, and forwarding of red short video reading were obtained in an all-around way. Accordingly, a user interest model covering the whole life cycle of user red short video reading is constructed [9]. For example, the "Long March Forever on the Road" reading promotion campaign launched by Hunan Library's Douyin Account divides user needs into four types according to the red reading goals of short video users, namely knowledge-seeking, practical, recreational and research-based, and then plans the release path of short red reading videos by combining the label attributes, content attributes, and group attributes of user needs [10].

Second, build a red short video reading service system that can directly hit the pain points of users' needs. The core assumption of the TPB model is that marketing activities have positive externalities, and both supply and demand parties can efficiently share marketing resources. Therefore, the red short video reading service of Yiyang Library based on the TPB model must take the needs of users as the primary premise, create a red short video reading service media system with both radiation and penetration and design a dissemination strategy of red short video reading to maximize the needs of users.

First of all, create an interconnected red short video reading service media, and expand the transmission boundary of red short video through a cross-platform collaborative path. Online, leveraging new media platforms, relying on WeChat public accounts, Weibo, Douyin, Kuaishou et al created red cultural resources for a second time, integrating music, text, images, etc., and launched a batch of works that are both deep and down-to-earth, political, ideological, artistic, and expressive, communicative, and influential, thus attracting more readers' attention and laying a solid mass foundation for the in-depth promotion of red resources [11]. For example, Ningbo Library launched the "Study the top 20, forge a new journey" Tiktok reading activity in the whole network ignited the public's enthusiasm for red short video reading:

The library not only makes comprehensive use of short video platforms such as Tiktok, Huoshan, and Kuaishou to promote red reading short videos but also embeds WeChat Reading, Super Star Reading and the mini program "Network bookish · Reading beauty" produced by the library into the homepage of short video accounts to guide short video users to read red classics online through XML hyperlinks [12].

Secondly, the red short video recommendation strategy is designed to meet the needs of users. Yiyang City Library should flexibly design a short video delivery scheme based on the situation and progress of users' red reading on the premise of user demand management. Chongqing Library uses the comparative advantage of contextualized resource recommendations of short video platforms to push short red videos to users in different situations. For users in the pre-reading situation, push red short videos on topics such as recommended reading, guided reading, and leading reading; For users in the reading situation, the combination of online real-time and offline non-real-time interactive means based on short video is adopted to guide users to carry out mutual aid red short video reading; For users in the post-reading situation, the short red video will be released around the themes of reading review, appreciation, and tasting [13].

4.2. Focus on enhancing the "inner motivation" of users, and build a content system and brand image with unique competitive advantages.

First, tap red cultural resources to create red short video content and brands with core competitiveness. Dig deep into red historical events, character stories, and other materials to create red short video content with local characteristics. TPB model advocates the use of content marketing means to accurately attract users, and suggests that marketing subjects stimulate consumers' purchase intention through product innovation, service innovation, and other marketing modes. Based on the TPB model, Yiyang Library should make full use of WeChat video short video, a new media platform, to attract and retain users through precise content marketing strategies.

Second, strengthen brand building and enhance the visibility and influence of red short videos. Such as through brand planning, promotion, and other ways to attract more user attention and participation. Wang Fengjiao believe that brand image and user reputation are not only the key factors determining the influence of short video reading services in public libraries but also the necessary support for effective drainage and diversion of libraries [14]. Therefore, public libraries should skillfully use brand management strategies to create a positive user image and reputation for red short video reading services, to attract and maintain the majority of users' favor and praise. For example, in the early stage of the short video reading activities of "Reading Red Classics · being a messenger of Faith", Henan Provincial Library invited Fan Deng, Wang Weiguang, Xu Yan, and other famous people in the industry to serve as the recommended book anchors. Through the recommended book anchors, they communicated and interacted with users one-on-one, so that the exposure of the red short video reading brand increased rapidly in a short time [15]. For example, on the occasion of the 100th anniversary of the founding of the Communist Party of China, the Douyin number of Gansu Provincial Library launched the reading column "Reading a hundred years of beauty · Spreading the Red original heart", and realized the brand value appreciation of red short video reading service through the mutual promotion and exchange of multi-brand traffic resources [16]. Shandong Provincial Library has established a red short video reading promotion chain with public opinion Big V as the core. The public opinion big V at the front, middle, and end nodes are responsible for value endorsement, traffic guidance consultation, and question answering respectively, which greatly enhances the initiative of users to participate in red short video reading. On the other hand, the fan community function of the short video platform is used to build a virtual community conducive to the precipitation of user traffic, and the social short video operation strategy is used to strengthen the interest and preference of stock users and incremental users in red reading [17].

4.3. Take shaping the user's "decision-making behavior" as the core goal, and actively cultivate and form the user's behavioral habits of normal participation.

First, use the online interactive characteristics of the short video platform to enhance the effectiveness of users to participate in red short video reading in a short time. The instant and ecological digital marketing service concept of the TPB model, with the instant interactive function of a WeChat video public account, the library can set up questions and answers, discussion and sharing, and other links to encourage users to actively participate in and express their views and

feelings. This instant interaction can not only enhance the user's sense of participation and belonging but also promote the widespread and in-depth communication of red culture. For example, the short video reading and punch-in activity of "Hearing the sound of loud books · 'Reading' a hundred years of elegance" held by Shenzhen Library set up red reading discussion topics in the short video comment area and encouraged users to carry out red reading communication through interactive channels such as comments, private chats and top posts [18].

Second, promote rapid and large-scale transformation and growth of user traffic through the interactive mode of close combination of online and offline. TPB model pays attention to the important role of full-scene interaction in detonating user consumption behavior and innovatively proposes the concept of interactive closed-loop construction covering online and offline scenes. Based on the TPB model, Yiyang Library should attach importance to the key role of full-scene interaction in stimulating users' consumption behaviors, and innovatively build an interactive closed-loop covering online WeChat video public accounts and offline activities, to deeply attract and transform users through a variety of interactive forms and contents, and effectively spread red culture. For example, in the short video reading activity of "Ceaseless Red Spirit · Common-Speaking Original Heart Mission" held by Zhejiang Library, physical Spaces such as study rooms, conference rooms, and seminar rooms are used to create offline red reading areas, and offline in-depth interactive methods such as a live library, structured group discussion and action learning are adopted to guide users to communicate their red reading experiences face to face [19]. For example, Xiamen Library's "Magenta Classic · Event-rich Years" red reading activity has built an "online + offline" red short video reading service system, relying on the global traffic aggregation advantages of short video e-commerce plug-ins such as Tiktok POI, Tiktok DOU+, Tiktok Shop, etc., to guide user traffic from online to offline red reading space. Moreover, the whole process of offline red reading was broadcast live on the short video platform [20].

V. CONCLUSION

Red culture is the spiritual treasure of the Chinese nation. The rational use of short videos to promote red culture is significant to the carrier library for promoting the spirit of patriotism and inheriting revolutionary historical culture. However, in the digital age, how to effectively use media to spread red culture has become an urgent problem to be solved. As an important carrier of Hunan red culture, Yiyang Library is responsible for promoting Hunan red culture. Analysis through the TPB model of planned behavior theory can help us deeply understand the user's behavioral decision-making process while paying attention to the drainage of marketing content on people's attention and enhancing the depth of subject-object interaction. Analyze the principles of psychological cognition and subjective intention in the operation of the TPB model. On the one hand, it attracts the attention of potential fans. On the other hand, it reaches a long-term interactive mechanism with existing fans and ultimately forms a good interactive atmosphere that is closely connected online and offline. The development of science and technology in the times promotes the optimization of red short video service strategies and innovates the red short video cultural services of Yiyang Public Library, which can better meet the spiritual and cultural needs of the people. This study hopes to guide Yiyang Library to optimize red short video services, including strengthening short video content innovation, improving service quality, enhancing user interaction, etc., to adapt to the ever-changing user needs and market environment, and provide a reference for the promotion of red short videos in other libraries.

ACKNOWLEDGMENTS

This work was supported by the innovation and entrepreneurship training project for college students in Hunan Province (2024, Document no. 2, Project no. S202411527032, Research on Digital Communication Strategies for the "San Zhou" Red Culture in Yiyang, Hunan Province)

REFERENCES

- [1] Qiushi Magazine. "Xi Jinping: Make Good Use of Red Resources, Inherit Red Genes, and Pass on the Red Country from Generation to Generation" [EB/OL]. (2021-5-15) [2025-3-8].
- [2] Cheng Qianqian. Story, immersion, and interaction: the realization path of effective communication of short video of red literature in library [J]. Journal of Sichuan Library, 2022, (04):75-79.
- [3] Li Xiaoxing. Research on the Promotion strategy of Public Library Digital Reading based on a short video [J]. Journal of Henan Library, 2019, 42(01):22-24.

- [4] Xu Yunjie. Research on Reading promotion Strategies of Red cultural resources in Public libraries under digital environment [J]. Library, 2022, (5): 29-33. DOI: 10.14072 / j.carol carroll nki TSGJ. 2022.05.002.
- [5] planned behavior theory [EB/OL]. [2025-3-8]. <https://vibaike.com/108374/>
- [6] Yue Mengyu. Red Short Video Reading service strategy of public libraries based on the TPB model [J]. The library work and study, 2023, (9): 47-53. DOI: 10.16384 / j.carol carroll nki. Lwas. 2023.09.015.
- [7] Tang Chunni. Research on the promotion of Red Culture Reading in public libraries based on the 5W model [J]. Library Journal, 2022(2):5-9.
- [8] Red rain yuki. Public library literature reading promotion service research [J]. Journal of library work and study, 2022, (8): 123-128. The DOI: 10.16384 / j.carol carroll nki lwas. 2022.08.003.
- [9] Li Xiaox. Research on Promotion strategy of public Library Digital reading based on short video [J]. Journal of Henan Library, 2022(1):22-24.
- [10] Liu Jialiang. Investigation and performance evaluation of public Library Red Theme reading promotion activities [D]. Nanchang: Nanchang University, 2021.
- [11] Zhao Xiaowei. The approach of project-based management of red culture reading promotion in public libraries [J]. Business Culture, 2021(35):126-127.
- [12] Cheng Qianqian. Story, immersion, and interaction: the realization path of effective communication of short video of red literature in library [J]. Journal of Sichuan Library, 2022(4):75-79.
- [13] He Dongning. Practice and reflection on the promotion of red Culture Reading in public libraries -- A case study of Ningbo Library [J]. Library Research and Work, 2022(10):60.
- [14] Wang Fengjiao, Shi Jingjing. Analysis and optimization measures of Public Library Douyin short video reading promotion [J]. Jintu Journal, 2022(5):33-40.
- [15] Wang Wentao, Hou Jingyu, Qian Pengbo, et al. Research on service strategy of short video platform of public Library from the perspective of forwarding behavior: A case study of Douyin [J]. Library Theory and Practice, 2022(6):121-128.
- [16] Wang Chunying, Zhu Kunhao, You know. Research on the construction and development of red cultural resources in provincial public libraries in China [J]. Library Science Research, 2022(2):38-47.
- [17] Zhang Xiulan, Yu Xiaoyu. Research on the promotion of the Chinese library Digital Youth Red Classic Digital Reading [J]. Library Journal, 2021(6):1-8.
- [18] Jiang Yingchun. The communication path of red culture in public libraries under the environment of Big Data [J]. Cultural Journal, 2022(9):119-122.
- [19] Liu Yan, Liao Yihang. Research on the promotion of red culture in Southwest Zhejiang based on "Library +" [J]. Cultural Industry, 2023(1):141-143.
- [20] Wang Y. On the promotion of red literature reading in county (city) public libraries under multimedia environment [J]. Journal of Henan Library, 2021(6):26-28.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details