

Advertising Strategy in the Promotion of Table Tennis Club among Students

Jianhui Hu

University of Baguio, Baguio City, 2600, Philippines

Abstract: Table tennis, as a national sport in China, has a profound historical and cultural heritage and a broad mass base. In recent years, with the promotion of the national fitness program and the improvement of the attention to the physical health of teenagers, table tennis has gradually become an important part of physical education in schools. At present, the promotion of clubs in schools in China has not been long, and the investigation and research on the promotion of clubs in primary schools are limited. This paper uses questionnaire survey, literature and other investigation and research methods to sort out the investigation and research. In this study, questionnaire software is used to collect data, the questionnaire is published online, and 30 students from Wenlu Primary School and Kaixuan Primary School are organized to fill out the questionnaire online. After collecting data, some problems in the promotion of Shangqiu Table Tennis Club in primary schools are found and analyzed. To find solutions and put forward suggestions and suggestions for Shangqiu Table Tennis Club to accelerate the promotion process of Shangqiu Table Tennis Club. So that Shangqiu table tennis Club can better enter the school to promote, and then enhance the health of students.

Keywords: Table Tennis Club, Students, Promotion, Advertising Strategy.

1. Introduction

The health of the whole people is the embodiment of the comprehensive strength of the country and the performance of the economic strength of the country. One of the important ways to achieve national health is national fitness, which is to enhance the physical fitness of the whole people. With the rapid development of China's economy, the development of sports is increasingly strong, the quality of the national body has been greatly improved, our country is constantly moving forward to the goal of sports power. The main contents of the National Fitness Plan (2021-2025) include stimulating the vitality of sports society organizations and taking the promotion of sports events as the main evaluation index of individual sports associations; Promote fitness activities among key groups, including young people, the elderly, the disabled, farmers, pregnant women, etc., and promote youth sports activities in a targeted way; We will promote the integrated development of fitness for the whole people.

In October 2016, the CPC Central Committee issued the Outline of the "Healthy China 2030" Plan (hereinafter referred to as the "Outline"). As the backbone of China's future development, it is necessary to vigorously develop the physical health of young people. The outline proposes to improve the health literacy of the whole people, to start from an early age, popularize the relevant health science knowledge; To improve body fat quality, we need to carry out a wide range of fitness activities, and vigorously develop and promote sports items popular with the public; Cultivate young people's sports hobbies, enhance their interest in learning sports, so that young people can basically master one or more sports skills. Similar to the National Fitness Plan (2021-2025), it is necessary to ensure that young people can play sports in school for at least one hour, and in the long run, the physical health of young people will gradually improve, and the development of China will be stronger.

With the continuous improvement of national fitness awareness, more and more teenagers begin to pay attention to

the health and fun of sports. Table tennis, as a sport integrating skills and entertainment, has a broad mass base at home and abroad. Table tennis is of great significance to pupils in many aspects. First of all, from the national level, the National Fitness Plan (2021-2025) and the Outline of the Healthy China 2030 Plan both emphasize the importance of physical health of young people, advocate starting from an early age, and popularize fitness sports and related health science knowledge. Table tennis, as a popular sport, has a broad mass base and is of great benefit to improving students' physical quality. Secondly, from the individual level of students, table tennis is helpful to cultivate teenagers' coordination, reaction speed and hand-eye coordination ability, and promote the healthy development of both body and mind. In addition, by participating in the table tennis club, students can also get to know friends from different schools, broaden their social circle and enhance their teamwork ability. However, how to effectively promote table tennis club in the student group, and then improve the physical health of teenagers, is still a problem worthy of in-depth discussion. This paper takes Shangqiu City as an example to study the promotion strategy of table tennis club in students, in order to provide useful reference for related fields.

2. Literature Review

Yang (2019) pointed out that a table tennis club is an entertainment venue and activity center operated primarily for profit through the management of table tennis activities. It operates independently according to market laws, bears its own profits and losses, and enjoys independent legal person status as an economic entity.

Xu (2019) believes that table tennis clubs play a crucial role in improving the physical health of young people. Through participating in table tennis sports, students can develop physical skills, enhance physical fitness, and promote the diversification of school sports activities.

Ma (2020) believes that the introduction of table tennis clubs into primary schools not only helps improve the

physical fitness of primary school students but also has a positive impact on the promotion and operation of the clubs. Through cooperation with schools, conducting training courses and activities can better promote the popularization of table tennis sports in primary schools.

Huang (2021) believes that with the deep implementation of the national fitness plan, table tennis clubs, as social sports organizations, play an irreplaceable role in promoting table tennis sports and improving the physical fitness of the population.

Zhao (2022) pointed out that the development of table tennis sports in primary schools still faces some problems, such as inadequate facilities and limited coach resources. However, with the attention and support of the government and society, its development prospects are promising.

Wang (2020) believes that table tennis clubs, through providing professional training and organizing competitions, help cultivate the sports interests and competitive abilities of young people, promoting their physical and mental health development.

Zhang (2021) pointed out that exploring the management model and market conditions of table tennis clubs, analyzing their commercial value and potential market opportunities, can provide reference for the sustainable development of clubs.

Liu (2023) believes that the quality of the coaching team directly affects the training quality and promotion effectiveness of the club. Strengthening the construction and management of the coaching team is an important aspect of the development of table tennis clubs.

Chen (2022) pointed out that although table tennis clubs entering primary schools face many challenges, such as adapting to school management regulations and meeting student needs, this is also a development opportunity. By cooperating with schools, expanding the influence of clubs, and cultivating more young talents.

Nan and An(2020) pointed out that table tennis can improve the sensitivity of the nervous system, improve cardiopulmonary function, protect and improve vision, and promote health.

Tang(2022) pointed out that middle school students have high obesity rate, high myopia rate, simple table tennis court, low cost of facilities, which is convenient for middle school students to popularize.

Wang(2021)believes that strong learning interest plays a very important role in promoting students' learning of table tennis, and strong competition awareness can greatly improve students' motivation and autonomy in learning table tennis technology.

Jia(2022)believes that table tennis is a ball game that integrates strength, speed, flexibility, sensitivity and endurance. Proper table tennis can effectively enhance the physical quality and sports ability of college students.

3. Theoretical and Conceptual Framework

The promotion of table tennis club among students can be based on several theoretical frameworks. First, social cognitive theory emphasizes the promotion of activities through imitation, social interaction and cognitive learning. Promoting table tennis clubs among students can stimulate students' interest and motivation by showcasing the skills and successful experiences of elite players. Secondly, self-

determination theory points out individuals' needs for autonomy, ability and belonging. Clubs can provide a platform to meet these needs, so that students can choose to participate and feel a sense of accomplishment. Moreover, the social support theory emphasizes that people are more likely to adopt new behaviors with social support. Therefore, creating a supportive school environment and campus culture can promote the promotion of table tennis club among students. In addition, the behavior change theory holds that the frequency of specific behaviors can be increased through positive incentives and rewards. Therefore, rewarding students who participate in table tennis clubs and providing colorful activities can be effectively promoted. In summary, combining social cognition, self-determination, social support and behavior change theories, a comprehensive and effective table tennis club promotion framework can be constructed to stimulate students to participate in and enjoy the fun of table tennis.

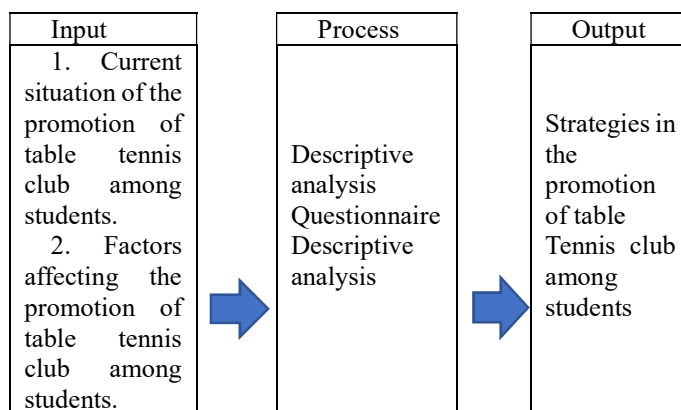


Figure 1. Schematic Illustration of the Study

4. Significance of the Study

This study has important theoretical and practical significance. From a theoretical point of view, studying the promotion of table tennis clubs in students can enrich and improve the theoretical system of school sports, and provide a theoretical basis for the development of school table tennis. From a practical point of view, this study can promote Shangqiu Table tennis Club's entry into schools, provide specific promotion strategies and operational guidelines for Shangqiu Table tennis Club, promote the popularization and development of table tennis among school students, and improve students' physical health.

5. Objectives

The main purpose of this study is to deeply understand the promotion status of Shangqiu Table tennis Club among students, promote the popularization and development of table tennis in schools, and improve the physical health level of students.

- 1)To investigate the current situation of table tennis club promotion among students.
- 2)To identify the problems existing in the promotion of table tennis club among students.
- 3)To put forward effective strategies and suggestions for promoting table tennis clubs among students in order to promote students' physical health.

6. Research Design

This study will use descriptive methods to analyze the study design. Using a quantitative research method was to quantify the current status and issues of promoting table tennis clubs among students systematically and to collect a large amount of data to support research conclusions. Through questionnaire surveys or statistical data analysis, extensive feedback and information was obtained, including data on student participation, evaluation of promotion effectiveness, and existing problems. Quantitative methods provided objective and comparable results, helping to accurately assess the effects of promotion activities and influencing factors, thus providing a reliable basis for formulating effective promotion strategies and recommendations. Questionnaires were conducted according to the students' favorite sports and exercise duration, etc., and a set of questionnaires was compiled in line with the research objects. Secondly, the descriptive research method of descriptive research design was used to conduct a questionnaire survey to understand the development status of table tennis in Shangqiu primary school. Finally, strategies and methods to promote the promotion of table tennis club among students were identified.

7. Population and Locale of the Study

The method of random sampling was used in this study. Specifically, the researcher selected two Primary schools -- Wenhua Road Primary School and Kaixuan Road Primary School -- as the research site, and randomly selected 15 students from each school, totaling 30 students to participate in the questionnaire survey. This sampling method ensures the representativeness and randomness of the samples, thus improving the reliability and universality of the research results. The location was Shangqiu City, Henan Province, China.

The following are the exclusion criteria for students:

- 1) Non-student groups: Only students in school are selected as research objects, excluding non-student groups.
- 2) Age restriction: The research object is limited to primary school students, excluding students of other age groups.
- 3) Willingness to participate: Only students who are willing to participate in the questionnaire survey are included, and those who are unwilling or unable to participate are excluded.
- 4) Data integrity: Students with incomplete questionnaire answers or excessive data missing are excluded to ensure data integrity and effectiveness of analysis.

8. Data Gathering Tools

This study adopts probability sampling method. The questionnaire consists of 15 questions divided into three parts. the first part is to investigate the current situation of table tennis club promotion among students, the second part is To identify the problems existing in the promotion of table tennis club among students. The third part is o put forward effective strategies and suggestions for promoting table tennis clubs among students in order to promote students' physical health.

9. Data Gathering Procedures

This study used the questionstar software to distribute survey questionnaire, as a data collection tool, which underwent a rigorous validation process to ensure its reliability and effectiveness in questionnaire design, data

collection and analysis. After verification, the necessary connection with the questionnaire star platform was established, including the creation of research projects, the design of the questionnaire content, the setting of the questionnaire release and recovery parameters, etc., to ensure that the questionnaire can be released smoothly and collect data.

At the stage of data collection, questionnaires were released online through the Questionstar and students were asked to fill them out. Particular emphasis is placed on obtaining consent from respondents before data is collected. To this end, a consent form is set up at the beginning of the questionnaire, which clearly informs the respondents of the purpose, content, use and protection of data, etc., and requires the respondents to check the consent option before continuing to fill in the questionnaire. Data will only be collected with the explicit consent of the respondents to ensure that the data collection process is ethical and improves the authenticity and validity of the data.

Confidentiality of participant information and respondent anonymity will be strictly respected. Information gleaned from the questionnaire results will not be disclosed to parties outside the research group. When disseminating research findings, the focus should be on academic engagement, particularly within the field of sports.

10. Treatment of Data

The statement of the problem is analyzed using mean and standard deviation. The mean is the average of a set of scores collected from each SOP, while the standard deviation is a measure that shows how much has changed from the mean. The interpretation of SOP items is guided by the following criteria:

SCALE	RANGE	DESCRIPTION	INTERPRETATION
1	1.00-1.75	Strongly disagree (SD)	I strongly believe that this statement does not accurately reflect the current situation of table tennis club promotion among students.
2	1.76-2.50	Disagree (D)	I have reservations about this statement and think it does not fully represent the current situation of table tennis club promotion among students.
3	2.51-3.25	Agree (A)	I think this statement is a reasonable reflection of the current situation of the promotion of table tennis club among students.
4	3.25-4.00	Strongly agree (SA)	I strongly believe that this sentence accurately reflects the current situation of the promotion of table tennis club among students.

In this study, the data processing of the survey

questionnaire will follow a series of standardized steps to ensure the accuracy and reliability of the data. Initially, after the data will be collected through the online platform, it will be exported from the questionnaire magnitude tool into a structured electronic format for further analysis. Subsequently, data cleansing will occur, a step that involves identifying and processing missing values, outliers, or duplicate records to purify the data set.

Descriptive statistical analysis will then be utilized to summarize the central trend and degree of dispersion, including the calculation of key statistics such as mean, median, and standard deviation. Additionally, the data will be visualized through graphical representations, such as bar charts and box plots, to visually display the distribution characteristics of teachers' working conditions. Finally, the data will be interpreted, statistical results will be linked to research questions, and meaningful conclusions will be extracted.

11. Ethical Considerations

The following ethical considerations will be taken into account when conducting this study: The participation of the respondents is purely voluntary. They are not forced to participate in the study, and they can withdraw their participation at any time if they deem it necessary. Their identities will remain anonymous. The indulgence of the name is optional. Their responses are confidential because only researchers have access to respondents' answers.

In terms of risk management, the researchers first discussed the purpose of the study with the participants and read the questions to them in order to make them understand what they will be asked. The researcher will allow participants to ask questions about areas or content that are unclear to them. They will further tell that if they feel uncomfortable while completing the questionnaire, they could contact the researcher to mitigate any negative effects the study might have on them. The researcher will not ask for any additional documentation other than what is written in the questionnaire and the information will discuss with the respondents.

12. Presentation, Analysis and Interpretation Of Data

This chapter presents quantitative results, analysis, and data interpretation. The discussion was organized on the basis of the presentation of the issues listed in chapter 2.

12.1. The Current Situation of Table Tennis Club Promotion among Students

In this study, the data about the promotion status of table tennis club among students was collected through the software of Questionnaire Star. It aims to gain insight into key information such as students' awareness of table tennis club. Next, these data results will be analyzed in detail to reveal the current situation of the promotion of table tennis club among students, and provide a solid data basis for the subsequent discussion of the research results.

Table 1. Current situation of table tennis club promotion among students.

Indicators	Mean	SD	Interpretation
1. I am aware of the existence of the table tennis club.	3.20	0.997	Agree
2. I frequently come across promotional activities or information about the table tennis club.	2.17	1.020	Disagree
3. I am familiar with the activities and schedule of the table tennis club.	2.47	1.042	Disagree
4. I know how to join the table tennis club.	3.17	0.913	Agree
5. I have participated in activities organized by the table tennis club.	2.13	1.074	Disagree
Overall Mean	2.63		Agree

From the data in Table 1, it can be concluded that students' awareness of the promotion of table tennis club is in general. The average value of the indicator "I am aware of the existence of the table tennis club" is 3.20, and the standard deviation is 0.997, which is at the "agree" level, indicating that most students have some understanding of table tennis club, but their awareness is not high. There are still some students who may not know anything about clubs. The mean value and standard deviation of the indicator "I often see promotional information or activities of table tennis club" is 2.17, and the standard deviation is 1.020, which is at the "disagree" level, indicating that students are rarely exposed to promotional materials or activity information about table tennis club in daily life, and the publicity channels may not be extensive or intensive enough. As a result, students' understanding of the club stays on the surface, and it is difficult to deeply understand the activities and characteristics of the club. Chen (2021) pointed out that table tennis, as a sport integrating skills and entertainment, has a broad mass base and is of great significance for improving students' physical quality and health. However, the promotion of table tennis clubs among students still faces many challenges, such as limited publicity channels and insufficient understanding of club activities among students.

Students do not know enough about the promotion

activities of the table tennis club. The mean value and standard deviation of the indicator "I am familiar with the activities and schedule of the table tennis club" is 2.47, and the standard deviation is 1.042, which is at the "disagree" level, indicating that students know little about the activities and schedule of the club, and are not clear about the specific content and form of the activities held by the club. This will reduce the enthusiasm and initiative of students to participate in club activities. The mean value and standard deviation of the indicator "I have participated in activities organized by table tennis club" is 2.13 and 1.074, which is at the "disagree" level, reflecting that the proportion of students participating in table tennis club activities is low, which may be because they do not understand and are not interested in club activities, or the club activities are not attractive enough to stimulate students' enthusiasm for participation. The average value and standard deviation of the indicator "I know how to join table tennis club" is 3.17, and the standard deviation is 0.913, which is at the "agree" level, indicating that most students understand the ways and methods to join table tennis club, but there are still a few students who are not clear about it, and further publicity and guidance are needed. Ensure that all interested students can join the club smoothly. Ma (2019) pointed out that the promotion of table tennis clubs among students needs more attention and improvement. Ma's

research shows that students have little knowledge of table tennis club activities and schedules, which directly affects their enthusiasm and initiative to participate in club activities.

Considering all indicators, the overall average is 2.63, which is at the level of "agree", but close to the critical point of "disagree", reflecting that the promotion effect of table tennis club among students is not ideal. Students' understanding of and participation in the club are low, and there are certain problems in the club's publicity and activity organization, which fail to effectively attract students' attention and participation. Wang (2021) pointed out that the promotion effect of table tennis club among students was not satisfactory, mainly due to problems in publicity and activity organization, which failed to effectively attract students' attention and participation.

In order to find out the problems existing in the promotion of table tennis club among students, a lot of research work has been done, and the research results are as follows:

12.2. The Problems existing in the Promotion of Table Tennis Club among Students

Students' feedback and opinions on the promotion activities of table tennis club were collected through the Questionnaire Star software. Through the analysis of these data, the main problems existing in the current promotion process are identified, and targeted improvement suggestions are provided for the future promotion strategy. Next, discuss the results of the data in detail:

Table 2. Problems existing in the promotion of table tennis club among students.

Indicators	Mean	SD	Interpretation
1. I believe the current promotion of the table tennis club is sufficient.	1.67	0.884	Strongly disagree
2. I find the promotional content of the table tennis club appealing.	2.00	1.083	Disagree
3. I think the school provides adequate support for promoting the table tennis club.	1.63	0.765	Strongly disagree
4. I believe the promotion methods reach the majority of students.	1.90	0.960	Disagree
5. I think there is room for improvement in the promotion of the table tennis club.	3.57	0.817	Strongly agree
Overall Mean	2.15		Disagree

From the data in Table 2, it can be concluded that the promotion degree of table tennis club is low among students. The mean value and standard deviation of the indicator "I believe the current promotion of the table tennis club is sufficient" is 1.67 and 0.884, which is at the level of "strongly disagree", indicating that the vast majority of students think that the promotion work of club is far from enough. The intensity and breadth of the promotion failed to meet the needs and expectations of students, resulting in low understanding and awareness of the club among students. The coverage is limited. The mean value and standard deviation of the indicator "I believe the promotion methods reach the majority of students" is 1.90, and the standard deviation is 0.960, which is at the "disagree" level, reflecting that the current promotion method has failed to reach most students effectively, perhaps because the promotion channel is single, the information is not widely disseminated, or the promotion information fails to accurately reach the target students. So many students can not get the relevant information of the club in time. Nan and An (2020) pointed out that the propaganda methods failed to cover most students effectively, perhaps because the propaganda channels were limited, the information was not widely disseminated, or the propaganda information did not accurately reach the target students.

The content promoted by table tennis club among students is not attractive enough. The mean value and standard deviation of the indicator "I find the promotional content of the table tennis club appealing" is 2.00, and the standard deviation is 1.083, which is at the level of "disagree", indicating that students are not interested in the propaganda content of the club, which may lack creativity, lack of interest, or fail to highlight the characteristics and advantages of the club. It is difficult to stimulate students' curiosity and desire to participate. Although there is no direct indicator to explain the problem of the promotion method, it can be inferred from the overall average value and students' feedback on the promotion content that the promotion method of the club may be relatively simple and outdated, lacking innovation and diversity, and failing to effectively adapt to students'

preferences and acceptance methods, resulting in poor promotion effect. Tang (2022) points out that students' interest in promotional content is not high, which may be because the promotional content is monotonous, lack of innovation, or fails to effectively adapt to students' preferences and reception styles.

The school did not give enough support to the promotion of table tennis club among students. The mean value and standard deviation of the indicator "I think the school provides adequate support for promoting the table tennis club" was 1.63 and 0.765, which is at the level of "strongly disagree", indicating that students generally think the school has insufficient support in the promotion of club. It may include insufficient capital investment, imperfect venue facilities, insufficient staffing, etc., these factors have limited the development of the club's promotion work and the improvement of the effect. There is a strong need for improvement. The mean value and standard deviation of the indicator "I think there is room for improvement in the promotion of the table tennis club" is 3.57, and the standard deviation is 0.817, which is at the "strongly agree" level, reflecting that students are extremely dissatisfied with the current situation of club promotion, believe that there is huge room for improvement and potential for improvement, and urgently hope that the club can improve its promotion strategy and methods. To better attract student attention and participation. Huang (2021) pointed out that students generally believe that the school's support in club promotion is not enough, which leads to the unsatisfactory promotion effect of the club.

Considering all indicators, the overall average is 2.15, which is at the "disagree" level, indicating that there are many problems in the promotion of table tennis club among students, students are extremely dissatisfied with the promotion effect, and the promotion work needs to be strengthened and improved to enhance the popularity and influence of the club among students.

12.3. Effective Strategies and Suggestions for Promoting Table Tennis Clubs among Students

In order to solve the problem of putting forward effective

strategies and suggestions for promoting table tennis clubs among students to promote students' physical health, a lot of research work has been done. The research results are as follows:

Table 3. Effective strategies and suggestions for promoting table tennis clubs among students in order to promote students' physical health.

Indicators	Mean	SD	Interpretation
1. I believe that utilizing social media as a promotional tool is the most effective way to promote the table tennis club.	1.87	0.900	Disagree
2. I think promoting during physical education classes can attract more students.	3.43	0.817	Strongly agree
3. I believe organizing special events, such as table tennis competitions or exhibitions, can enhance the table tennis club's visibility.	3.50	0.861	Strongly agree
4. I think providing free trial lessons or practice sessions can encourage more students to participate in the table tennis club's activities.	3.40	0.968	Strongly agree
5. I believe offering incentives or benefits for students participating in table tennis club activities, such as obtaining free table tennis equipment or monetary rewards, can attract students to join the club.	3.57	0.774	Strongly agree
Overall Mean	3.15		Agree

From the data in Table 3, it can be concluded that among the strategies and suggestions for effectively promoting table tennis clubs, social media has a general effect. The average value of the indicator "I believe that utilizing social media as a promotional tool is the most effective way to promote the table tennis club" is 1.87, and the standard deviation is 0.900, which is at the "disagree" level. This indicates that students believe that the promotion effect of social media is limited, which may be due to the complex information on social media, the information of table tennis club is easily submerged, or students have a certain psychological resistance to advertising and promotion information on social media. The promotion effect of PE class is good. The mean value of the indicator "I think promoting during physical education classes can attract more students" is 3.43, and the standard deviation is 0.817, which is at the level of "strongly agree", indicating that PE class is an effective channel to promote table tennis club. Students have certain contact and understanding of table tennis in PE class, so club promotion should be carried out at this time. It can better attract students' attention and interest and improve their willingness to participate. Jia (2022) pointed out that PE class is an effective channel to promote table tennis clubs, because students have some contact and understanding of table tennis in PE class, and club promotion at this time can better attract students' attention and interest, and improve their willingness to participate.

The index "I believe organizing special events, such as table tennis competitions or exhibitions, can enhance the table tennis club's visibility" has a mean value of 3.50 and a standard deviation of 0.861, which is at the level of "strongly agree", indicating that the club's visibility and influence can be effectively enhanced by organizing special activities such as table tennis matches and exhibitions. Attract students' attention and participation, but also show the strength of the club and students' style, enhance the attraction of the club. Providing free experience to attract participation. The mean value of the indicator "I think providing free trial lessons or practice sessions can encourage more students to participate in the table tennis club's activities" is 3.40, and the standard deviation is 0.968, which is at the level of "strongly agree",

indicating that free trial or practice classes are an effective way to attract students to participate in club activities. Students can first experience the activity atmosphere and teaching quality of the club, and then decide whether to join, which reduces the threshold of participation and increases the opportunity to participate.

To provide incentives to attract students, the indicator "I believe offering incentives or benefits for students participating in table tennis club activities, such as obtaining free table tennis equipment or monetary rewards, can attract students to join the club" has a mean value of 3.57 and a standard deviation of 0.774, which is at the "strongly agree" level, indicating that by providing incentives such as free equipment or monetary rewards, students can join the club. It can effectively attract students to join the table tennis club. These incentive measures can stimulate students' enthusiasm and enthusiasm for participation, and improve students' loyalty and activity to the club. Zhang (2020) pointed out that providing material rewards and other benefits can significantly increase students' willingness to participate in table tennis club activities, thereby improving the overall participation and influence of the club.

Considering all indicators, the overall average is 3.15, which is at the "agree" level, indicating that the promotion strategies and suggestions proposed are effective to a certain extent, can attract students' attention and participation in table tennis club, and have a positive effect on promoting students' physical health.

13. Conclusion

The current promotion status is not good: students' understanding of and participation in table tennis club is low, and there are many problems in the promotion work, such as insufficient publicity, insufficient content attraction, limited coverage, etc.

Prominent promotion problems: students generally believe that the promotion degree of the club is not enough, the promotion content and methods need to be improved, and the support of the school is insufficient, resulting in unsatisfactory promotion effect.

Effective promotion strategies exist: Through the promotion in PE class, holding special activities, providing free experience and incentive measures, it can effectively enhance the popularity of the club and the participation of students, and promote the health of students.

14. Recommendations

In the context of the results gathered in this research, the following are recommended:

1)Strengthen publicity: Make full use of campus radio, posters, banners, social media, short video, live broadcast and other channels to carry out all-round and multi-level publicity, expand publicity coverage, and improve students' awareness and attention to table tennis club.

2)Rich promotional content: Design novel, interesting and creative promotional content, highlighting the characteristics and advantages of the table tennis club, such as showing the club's excellent players, wonderful game moments, interesting table tennis knowledge, etc., to improve the attractiveness and interest of the content.

3)Innovative promotion methods: Adopt the promotion methods that are popular with students, such as holding campus ambassador selection, interactive activities, experiential promotion, etc., to enhance the interaction and sense of participation in the promotion, and improve the participation enthusiasm of students.

4)Strive for the support of the school: actively strive for more support from the school, including funds, venues, personnel, policies and other aspects of the guarantee, to provide better conditions and resources for the promotion of the club.

5)Accurate promotion: To understand the needs, interests and preferences of students, carry out accurate promotion, and effectively deliver information to target student groups to improve the pertinency and effect of promotion.

6)Hold special activities: Regular table tennis matches, exhibitions, training camps, star players meeting and other special activities to improve the club's visibility and influence, attract students' attention and participation.

7)Provide free experience: Provide free trial or practice classes for students, let them experience the activity atmosphere and teaching quality of the club, and then decide whether to join, reduce the threshold of participation and increase participation opportunities.

8)Implementation of incentive measures: Provide incentives or benefits to students participating in club activities, such as free table tennis equipment, monetary rewards, priority course selection, credit recognition, honorary certificates, etc., to stimulate students' enthusiasm and enthusiasm for participation, and improve students' loyalty and activity to the club.

9)Strengthen the interaction with students: In the promotion process, strengthen the interaction and communication with students, understand the needs and suggestions of students, timely adjust and optimize the promotion strategy, improve the pertinency and effectiveness of the promotion, better meet the needs of students, and promote

the health of students and the development of the club.

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