

The Current Situation and Cultivation Strategy of Sports Goods Cultural Brands in China

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Abstract: The current situation of China's sports goods cultural brand is analysed by literature method, interview method, field investigation method and other research, and puts forward the current situation of sports goods cultural brand cultivation in China. The analysis shows that China's sports goods brand has gone to the world, but the brand is not strong and the recognition is not high. This paper puts forward clarifying the positioning of product cultural brands, paying attention to the personalised development of cultural brands, cultivating the spiritual connotation of cultural brands that combines nationalisation and internationalisation, optimising the communication channels of cultural brands, strengthening the influence effect of cultural brands, strengthening the maintenance and protection of cultural brands, sports cultural communication and cultural brand cultivation. Carrying forward and establishing a sense of responsibility of cultural brands with the progress of sports as our own responsibility provide theoretical reference for improving the competitiveness and popularity of China's sports goods cultural brands.

1. Introduction

Brand competition is ultimately cultural competition, so the cultivation of product culture brands is an important link to improve product value and build a strong brand. The cultivation of sports product cultural brands is the process of packaging and embodiment of external value of sports goods produced by sports goods enterprises. It can be cultivated through media advertising, spokesperson publicity, sponsoring events, organising brand activities and other means. Through the cultivation of product culture brands, consumers will have a more intuitive understanding of the performance, internal value and spiritual concept of sports goods. The ultimate goal of the cultivation of sports product cultural brands is to build a sports goods cultural brand. The cultivation of sports product cultural brands needs to pay attention to the integration of internal values, the sublimation of spiritual concepts, the publicity of cultural values and the creation of cultural brands.

2. Research on the Current Situation of Sports Goods Cultural Brands

Sports goods refer to all items used in the process of sports-related education, sports, competitions, leisure, exercise, medical treatment and other activities. Sports products cover a wide

range, including sportswear, footwear, balls, fitness equipment, personal protective products, outdoor products, etc.

In long-term production and practice, enterprises have created and formed spirits and concepts with enterprise characteristics, which are specifically reflected in systems, behaviours, materials and corporate image construction and other levels [1], and form unique names, products, services, labels and advertisements that are different from competitors. Such intangible assets [2], this kind of intangible asset is a sports goods cultural brand. The cultivation of sports goods cultural brands is a long and complex process. Sports goods create material and spiritual wealth related to sports goods in a series of processes such as production, image shaping and sales, and then artificially create certain conditions to make the material and spiritual wealth related to sports goods recognised by sports goods consumers. The whole process is called sports goods culture. Brand cultivation.

China's sports goods industry started late and developed tortuously and slowly. The manufacturing and sales of sports goods in China began around the early 20th century. It mainly driven the demand for sports goods by widely disseminated sports events, and then promoted the manufacturing and sales of sports goods. At the beginning of the 20th century, domestic sports goods were simple, and the workmanship was rough, which could not meet the demand of sports. In the agency of foreign products. At the same time, domestic enterprises continue to study and learn from it to improve production technology. Due to the influence of social, political and war factors, the development of sports goods is tortuous and slow. After a certain period of slow development, by the beginning of the 20th century, China had its own sports goods manufacturing enterprise. By the 1930s, sporting goods had formed its own brand. In the future development, it paid more attention to humanisation and innovation. It once flourished in Shanghai from 1945 to 1949 [3]. At present, China's sports goods brands have gone to the world. Li Ning and Anta brands are well-known at home and abroad.

3. Strategies for Cultivating Cultural Brands of Sports Products in China

3.1. Clarify the Brand Positioning of Product Culture

Brand is a high embodiment of the entity, spirit, culture and quality of sports goods, and the ultimate wealth left by the production, packaging, sales and service of sports goods. The product is short-lived and the brand is permanent. Reasonable and correct positioning is the first step in cultural brand cultivation and a very critical step [4,5]. It is also the basis for brands to enter the market and achieve good development. If the brand positioning is unreasonable, the sports goods brand will be difficult, let alone develop and grow. China's sports goods brand positioning is blurred and the brand positioning is frequently replaced, which is not conducive to the cultivation of sports goods cultural brands.

The brand positioning of China's sports products should start from the world, look at problems from an international perspective, carefully analyse the development trend of era culture and sports culture, grasp the consumption needs of target consumer groups, recognise the international market environment, and immediately gain insight into market changes [6,7].

For example, in the process of brand development, Nike's brand positioning closely focusses on the mainstream culture of the United States, jogging in the United States in the 1970s, basketball that emerged in the 1980s, and hip-hop with exciting personality in the 1990s. China's "Li Ning" has unreasonable brand positioning in the early stage of brand creation. It constantly changes advertisements and has experienced "the hope of China's new generation", "excellent and originating from the true colour". Except for a short and rapid growth process in the 1990s, the turnover of "Li Ning" has not developed breakthrough before the accurate brand positioning [8]. It can be said that the brand positioning of Li Ning has gone through a tortuous process.

3.2. Pay Attention to the Personalised Development of Cultural Brands

Brand personality is an important basis for distinguishing from other brands. If you lose your personality, you will lose the soul of the brand. Personality gives the brand vitality and helps consumers quickly recognise the brand. Brand personality helps consumers establish brand loyalty. Brand loyalty means that consumers prefer a certain brand, buy the same brand repeatedly, and do not change consumers' desire to buy because of the brand's marketing ability and external influence. Domestic sports goods lack personalisation in product development and brand building, the phenomenon of following the trend is serious, and the brand concept is similar [9].

Developing the brand personality of sports goods requires integrating special personalities such as culture, spirit and temperament into brand culture and products, so that your brand can be different from other brands in terms of consumer emotions and needs. It plays a guiding role for consumers to recognise, accept, favour and be loyal to the brand in the end. The development of cultural brand personality should be based on consumers' consumption concepts. Consumer satisfaction is the key to leading the market. Personalised brand requirements intuitively present the brand's concept, role and differences to consumers, and obtain consumer long-term satisfaction. Enterprises need to take a long-term perspective on the development of brand personality. Consumers are changing, and product personality will also develop outdated at any time. Accurately grasp market changes, grasp consumers' appetite, constantly improve personality development, inject strong brands, and realise market leadership. Strengthen the construction of competitive products of the brand as a pioneer to lead the development of enterprises and a benchmark for the external display of enterprise products.

3.3. Cultivate the Connotation of Cultural Brand Spirit that Combines Nationalisation and Internationalisation

Cultural consumption has regional and ethnic differences, and each country and nation has its own cultural characteristics and spiritual civilisation. Nike and other brands have developed rapidly around the world, but their products cannot meet the characteristics of different countries and ethnic groups. On the road of internationalisation of sports goods, integration into national culture is the foundation of comprehensive market development and the guarantee for building a strong brand [10].

Domestic sports goods brands must find national characteristics in the process of product manufacturing and cultural assignment. The cultural values covering Chinese national characteristics include: industrious, bravery, mysterious, wisdom and other national and local characteristic cultures, such as Taiji culture in the Central Plains, riding and shooting culture in Inner Mongolia, ice and snow culture in Northeast China, etc. In the process of brand internationalisation, it is necessary to make full use of the experience of international market development, integrate the unique culture and spirit of the nation, and find the communication point in the process of internationalisation. Form a "Chinese brand" in line with the world and full of Chinese elements in the world market.

3.4. Optimise the Communication Channels of Cultural Brands and Strengthen the Influence of Cultural Brands

Brand communication is the process by which brand owners find themselves to meet the understanding, recognition and trust of consumers, generate the desire to buy again, and constantly maintain their good impression of the product. The process of brand communication is jointly affected by product factors, disseminated information, media, audience, communication

environment, etc. The process of spreading sports goods in China is not systematic enough. A large number of products are put on the market and do not pay attention to the dissemination of cultural brands.

Products are the most direct embodiment of all values. The cultural brand value attached to the product plays an irreplaceable role in the hearts of consumers. High-quality, high-reputation and high-value products are the basis of cultural brand communication.

The environmental factors for the dissemination of sports goods cultural brands here refer to social values, living habits, behavioural customs, aesthetics, etc. At present, the regularised life allows people to have more time to arrange leisure and fitness. Leisure culture has become a way of life that people pursue. Health, fashion and personality have become the mainstream aesthetics of contemporary times. In the process of communication, sports culture brands should pay attention to the communication of corresponding emotions and meanings according to this characteristics, and pay attention to the emotions and concepts that integrate mainstream cultures such as leisure, health and personality in product design and advertising publicity. The audience is the ultimate destination of brand communication. In the process of communication, we should always grasp the needs and characteristics of different products corresponding to the audience, and the dissemination of different products should be targeted.

At present, the media that can be used in the communication of sports goods cultural brands include TV, the Internet, newspapers, magazines, radio, outdoor advertising, word-of-mouth communication, etc. In the process of cultural brand communication, we should carefully choose the media. A good medium is an improvement to cultural brands themselves. The media is diverse, and the media received by consumer groups are also diversified. Different groups of people have different tendencies towards the media. In the process of choosing media communication, we should fully understand the media's attention group, different products, different concepts and choose different media for communication, and reorganise more and reasonably match for dissemination, so as to strive for the communication of each media to give full play to its value. Ineffective communication not only cannot improve cultural brands, but will have the opposite effect.

3.5. Strengthen the Maintenance and Protection of Cultural Brands

During the period of economic explosion, the sports goods market is also facing fierce market competition. Sports goods brands should register international trademarks and protect independent intellectual property rights, and timely patent applications for more sensitive design concepts and scientific research achievements. China's sports goods enterprises have caused many legal disputes because they do not pay attention to the self-protection of brands, such as Golden Lake Sports Goods. CN was seized for registration, etc. It has caused serious negative impacts, major economic losses and a series of other problems that are not conducive to the development of enterprises. China's sports goods enterprises attach importance to the protection of their brands in attitude, but rarely put them into action. The reasons for the errors in brand maintenance and protection in the early stage are mainly characterised by trademarks, insufficient timely patent registration, single trademark registration, lack of attention to the registration of network domain names, and non-attention of attention to the international registration of trademarks.

Sports goods enterprises should establish a brand protection mechanism, form a sense of brand protection, and defend the ownership of the brand in action, enrich the means of brand protection, and set up special departments to maintain and protect their cultural brands. Relevant government departments should also take responsibility, timely supervise whether the registration of trademarks and network domain names is reasonable, improve the relevant laws and regulations on brand

protection, and prevent criminals from exploiting legal loopholes.

3.6. Sports Culture Communication and Cultural Brand Cultivation are Carried out Side by Side

Sports itself contains rich cultural values. Sports is a symbol of strong people, health and leisure. The cultivation of sports goods cultural brands is based on sports culture. Without a good understanding of sports culture, sports goods cultural brands are also difficult to accept by consumers. Nowadays, sports goods enterprises often only pay attention to the promotion of their own cultural brands, which makes it difficult for the public to accurately recognise their ideas.

The rich value of sports culture contained in sports goods itself is the rarest and precious value of sports goods themselves. The dissemination of sports culture is the most primitive, powerful and basic interpretation of the cultural value of sports goods. Integrating the dissemination of sports culture into the process of cultural brand communication is conducive to consumers to correctly understand the value of cultural brands and can play a role in guiding sports consumption.

3.7. Establish a Sense of Cultural Brand Responsibility Based on the Progress of Sports

Without the development of sports, there will be no development of the sports industry, sports goods will not have any market space, let alone brands. The construction of sports goods cultural brands should establish a sense of cultural brand responsibility with the development of the progress of sports undertakings as its responsibility, and show the strength and charm of sports culture brands through their contributions to sports undertakings.

Sports goods enterprises should actively sponsor sports events and assist in the conduct of sports events. While promoting the development of sports, it also shows its own brand value. Many sports goods brands have been developed by sponsoring sports events. At the 1972 Munich Olympics, there were 1,500 athletes, with 1,100 people wearing Adidas on their feet. Adidas' advanced production technology helped the progress of the Olympic Games and the improvement of athletes' performance, and reached its peak through the popularity of Adidas at the 1972 Olympic Games.

Sports goods enterprises should be good at exploring athletes, attaching importance to investing in the future, and improve the value of cultural brands by improving the performance of athletes. In 2003, Liu Xiang was not well known to the world. Nike began to assist Liu Xiang in various matters through keen insight, including arranging his attendance at activities, meeting the requirements of clothing, equipment and other requirements, and sending special personnel to accompany him during the overseas competition to assist in handling various affairs. In the early days of the Athens Olympic Games, Nike had predicted that Liu Xiang would be the first person to change the history of Asian track and field. Before the Athens Olympic Games, Nike made the well-known advertisement to break the law. Before winning the championship, the advertisement was popular all over the country. After winning the championship, it would be more like a celebration. Nike does not regard itself as a business partnership with athletes. They regard athletes who sign advertisements as their partners and fully respect the personality development and personal wishes of the general athletes. However, China's sports goods enterprises do not pay enough attention to investing in the future, pay too much attention to the immediate interests, and use the celebrity influence of brand spokespersons to quickly improve their product awareness, and the spokesperson has nothing to do with sports. In the process of cultivating sports goods cultural brands in China, we should be good at discovering and cultivating the "future star" of sports, which not only promotes the development of sports, but also makes the public think that the success of athletes is inseparable from the support of the brand, provides strong evidence for the rich value of cultural brands, and fully increases the strength. The persuasive power of cultivating brands.

In the process of assigning sports goods culture, we should actively organise brand summer camps, various campus, community sports events and other sports activities to guide and encourage the public to participate in sports activities, improve the physical fitness of the masses, stimulate sports consumption, and improve the awareness of the brand.

4. Conclusion

The competition of brand is ultimately the competition of culture, so the cultivation of product cultural brand is an important link to enhance product value and build a strong brand. Our sports goods industry started relatively late, and developed zigzag, slow. Clear product cultural brand positioning, pay attention to the personalized development of cultural brand, cultivate the cultural brand spirit connotation combined with nationalization and internationalization, optimize the communication channels of cultural brand, strengthen the influence of cultural brand, strengthen the maintenance and protection of cultural brand, sports culture communication and cultural brand cultivation side by side, establish the cultural brand responsibility of sports progress. The sense can effectively promote our country sports goods culture brand.

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