

Cultivation Strategy of Sports Product Culture Brand

Hongliang Pei^{1, 2, *}

¹Graduate University of Mongolia, Ulan Bator, 140201, Mongolia

²Zhengzhou Normal University, Zhengzhou 450040, Henan, China

* Corresponding author: E-mail: peihongliang@zznu.edu.cn

Abstract: Brand competition is ultimately the competition of culture, and the cultivation of product culture brand is an important link to enhance product value and build a strong brand. The cultivation of sports product culture brand is a process of packaging and reflecting the external value of sports goods produced by sports goods enterprises. It can be cultivated through various means such as media advertising, spokesperson publicity, sponsorship of sports events, organizing brand activities and so on. Through the cultivation of product culture brands, consumers will have a more intuitive understanding of the performance, intrinsic value and spiritual concept of sports products. The ultimate purpose of the cultivation of the sports product culture brand is to build the sports goods culture brand. The cultivation of sports product cultural brand needs to pay attention to the integration of intrinsic value, the sublimation of spiritual concept, the publicity of cultural value and the final building of cultural brand.

Keywords: Sports products, Cultural brand, Cultivation strategy.

1. Clear Product Culture Brand Positioning

Brand is the high embodiment of the entity, spirit, culture and quality of sporting goods, and is the final wealth left by the process of the production, packaging, sales and service of sporting goods. The product is transient, and the brand is permanent. Reasonable and correct positioning is the first step of cultural brand cultivation, and also a very key step. It is also the basis for the brand to enter the market and achieve good development. If the brand positioning is not reasonable, the sporting goods brand will be difficult, more likely to develop and grow. China's sports goods brand positioning is fuzzy, brand positioning is changed frequently, is not conducive to the cultivation of sports goods culture brand. [1]

The brand positioning of China's sports products should start from the world, look at the problem from an international perspective, seriously analyze the development trend of era culture and sports culture, grasp the consumer needs of target consumer groups, recognize the international market environment, and have an immediate insight into the market changes [2].

For example, in the process of brand development, Nike's brand positioning is closely around the mainstream culture of the United States, jogging in the United States in the 1970s, basketball in the 1980s, and hip-hop in the 1990s. "Li ning" in China at the beginning of the brand positioning is not reasonable, constantly change advertising, experienced the "China a new generation of hope", "outstanding, from nature", in addition to the 90s have short rapid growth process, before the accurate brand positioning "li ning" turnover has been no breakthrough development, can say "li ning" brand positioning has experienced a tortuous process.

2. Pay Attention to The Personalized Development of Cultural Brands

Brand personality is an important basis to distinguish it from other brands. Without personality, you will lose the soul of the brand. Personality gives the brand vitality and helps consumers to recognise the brand quickly. Brand personality

helps consumers to establish brand loyalty. Brand loyalty is that consumers prefer a certain brand and buy the same brand repeatedly, and does not change consumers' purchase desire because of the marketing ability and external influence of the brand. Domestic sports goods in product development and brand construction lack of personality, follow the trend phenomenon is serious, the brand concept is similar.

The development of sports goods brand personality needs to integrate the special personality such as culture, spirit and temperament into the brand culture and products, so that its brand is different from other brands in terms of consumer emotion and demand. It plays a guiding role in consumers' product cognition, acceptance, preference and final loyalty to the brand. The development of cultural brand personality should be based on the consumption concept of consumers, and consumer satisfaction is the key to leading the market. Personalized brand requires the concept, function and differences of the brand to consumers, and achieve long-term satisfaction of consumers. Enterprises need to treat the development of brand personality with a long-term vision, consumer groups are changing, product personality will be outdated with the development of The Times, accurately grasp the market changes, grasp the consumer appetite, constantly improve the development of personality, inject strong brands, and achieve the leadership of the market. Strengthen the construction of brand competitive products, as a pioneer in leading the development of enterprises, and as a benchmark for the external display of enterprise products.

3. Cultivate the Spiritual Connotation of Cultural Brand That Combines Nationalization and Internationalization

Cultural consumption has regional and national differences, and various countries and nations have their own cultural characteristics and spiritual civilization. Nike and other brands are developing rapidly in the world, but their products cannot meet the characteristics of different countries and nations. On the road of internationalization of sporting goods, integrating into the national culture is the fundamental of the

comprehensive development of the market, and is the guarantee of building a strong brand.

Domestic sporting goods brands must find national characteristics in the process of product manufacturing and cultural value, and the cultural values covering Chinese national characteristics include: diligence, courage, mystery, wisdom and other national cultures and local characteristics, such as Tai Chi culture in Central Plains, riding and shooting culture in Inner Mongolia, ice and snow culture in Northeast China, etc. In the process of brand internationalization, it is necessary to make full use of the development experience of the international market, integrate into the unique national culture and spirit, and find the communication point in the process of internationalization. In the world market to form a line with the world and full of Chinese elements of the "Chinese brand".

4. Optimize the Communication Way of Cultural Brands and Strengthen the Influence Effect of Cultural Brands

Brand communication is a process in which the brand owner finds the understanding, recognition and trust of consumers, generates the desire to buy again, and constantly maintains the good impression of the product. The process of brand communication is jointly influenced by product factors, communication information, communication media, audience group, communication environment and so on. The communication process of sports goods in China is not systematic enough, a large number of products are put on the market, and they 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 products has an irreplaceable role in the hearts of consumers. High-quality, high-reputation and high-value products are the basis of cultural brand communication.

At present, the media that can be used in the process of sports goods culture brand communication are TV, Internet, newspaper, magazine, radio, outdoor advertising, word of mouth communication and so on. In the process of cultural brand communication, we should carefully choose the media. Good media is a kind of promotion to the cultural brand itself. Media is diversified, and the media received by consumer groups are also diversified. Different groups have different tendencies to media. In the process of selecting media communication, we should fully understand the attention groups of media, different products, different ideas to choose different media for communication, more reorganization and reasonable collocation for communication, and strive for each media to give full play to its value of communication. Uneffective communication can not improve the cultural brand, but will have the opposite impact [3].

5. Strengthen the Maintenance and Protection of Cultural Brands

During the period of economic explosion, the sporting goods market is also facing fierce market competition. Sporting goods brands should register international trademarks and protect their own intellectual property rights, and timely apply for patents for more sensitive design concepts and scientific research results. China's sports goods

enterprises because they do not pay attention to the self-protection of the brand led to many legal disputes, such as " Jinlake sports goods. CN " was seized by the registration, etc. It has caused serious negative impact, great economic losses and a series of other problems unfavorable to the development of enterprises. China's sports goods enterprises attach importance to the protection of their brands in attitude, but few put into action. The reasons for the mistakes in brand maintenance and protection in the early stage are mainly manifested in the lack of timely trademark and patent registration, single trademark registration, no attention to the registration of network domain names, and no attention to the international registration of trademarks [4].

Sporting goods enterprises should establish a brand protection mechanism, form a brand protection awareness, and defend the brand ownership in action, enrich the means of brand protection, and can set up a special department to maintain and protect their cultural brands. Relevant government departments should also take their responsibilities, timely supervise whether the registration of trademarks and online domain names is reasonable, improve relevant laws and regulations on brand protection, and prevent lawbreakers from exploiting legal loopholes.

6. Sports Culture Communication and Cultural Brand Cultivation Side by Side

Sports itself contains rich cultural value, sports is a symbol of the strong, health and leisure. The cultivation of sports goods culture brand is built on the basis of sports culture. Without a good understanding of sports culture, sports goods culture brand is also difficult to be accepted by the majority of consumers. Now sports goods enterprises often only pay attention to the publicity of their own cultural brands, resulting in their concept is difficult to be accurately recognized by the public[5].

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

7. Establish A Cultural Brand Sense of Responsibility with Sports Progress as Its Own Responsibility

Without the development of sports, there will be no development of sports industry, sports goods will not have any market space, and the brand is out of the question. The construction of sports goods culture brand should establish a sense of responsibility with the development of sports progress as its own responsibility, and show the strength and charm of sports culture brand through the contribution to the sports cause.

Sporting goods enterprises should actively sponsor sports events and assist in the development of sports events. While promoting the development of sports cause, it also shows its own brand value. Many sporting goods brands are developed by sponsoring sports events. In the 1972 Munich Olympic

Games, there were 1500 athletes, 1100 people wearing Adidas. Adidas' advanced production technology helped the progress of the Olympic Games and the improvement of athletes' performance. Adidas also reached the popularity of the 1972 Olympic Games.

Sporting goods enterprises should be good at excavating athletes, attach importance to investing in the future, and enhance the cultural brand value by improving the performance of athletes. In 2003, Liu Xiang was not well known to the world. Through keen insight, Nike began to assist Liu Xiang in various matters, including arranging him to attend activities, meeting the requirements of clothing and equipment, and sending special personnel to accompany him during the overseas competition to assist in dealing with various affairs. Early in the Athens Games, Nike had predicted that Liu would be the first to change Asian track history. Nike created the famous AD, which hit the country before winning the championship, and then looked more like a celebration. Nike does not see itself with the athletes as business partnerships, they see the contract advertising athletes as their partners, fully respect the personality development and personal will of the total athletes. However, China's sports goods enterprises do not pay enough attention to investment in the future, pay too much attention to immediate interests, and use the star influence of brand spokesmen to quickly improve their product awareness, while the spokesmen have nothing to do with sports. Our sporting goods culture brand cultivation in the process to be good at discovering and cultivate sports "future star", this not only promotes the development of sports career, also can let the public group think the success of the brand support, for the rich value of cultural brand provides a strong evidence, fully increased the strong sports brand.

8. Conclusion

There are a series of problems in the cultivation process of Chinese sports goods culture brand, such as low starting point and slow development, so it seeks its own development space under the pressure of the strong foreign brands. In the process of cultivation, we should follow the brand development law of "resource— product— commodity—brand", effectively integrate the traditional national culture in the process of brand cultivation, make reasonable use of domestic market advantages, constantly draw lessons from foreign advanced brand cultivation ideas and methods, and establish cultural confidence and brand confidence. The benign development of enterprise culture brand, product culture brand and sports goods market is necessary to promote the generation of Chinese sports goods culture brand and realize the eternal vitality of Chinese sports goods culture brand.

References

- [1] Zhou Zhuozhong. On strengthening the brand construction of Cultural goods export enterprises [J]. *Pen making in China*, 2009, (2): 30-33.
- [2] Lee Hsien-kwok. Overview of the manufacturing and sales of sporting goods in China in the early 20th century [J]. *Sports Culture Guide*, 2011 (1): 145-148.
- [3] Sports equipment forum. China's sports goods industry to welcome new opportunities. <https://blog.sina.com>
- [4] Wen Hongwei, Chen Xiao. Nike cultural characteristics and its enlightenment to sports goods in China [J]. *Journal of Physical Education*, 2008,15 (6): 22-25.
- [5] Wu Changyan. Research on the current situation and countermeasures of sports brand development in China [J]. *Journal of Hubei University of Economics (Humanities and Social Sciences edition)*, 2008,8 (11): 58-59.