

Based on STP Analysis of Consumer Perception in Generation Z, the Influence of Chinese and American Sports Brand Image and the Enlightenment to Chinese Sports Goods Brand---*Nike and Li Ning as Examples*

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ABSTRACT

China's sports brands account for a large share of the world and its economic impact should not be underestimated; In the 1990s, international brands such as Adidas and Nike flocked to the domestic market, which had a great impact on local brands in China. In this paper, the proposed sporting goods enterprises as the object of research, consumer perception as a starting point for research, by using interviews and studies (STP) to explore how the setting strategy of different corporate images of enterprises on the purchase decision-making of consumers have a far-reaching impact.

Keywords-Nike, Li Ning, brand image, consumer perception, consumption

1. INTRODUCTION

Nowadays, as people's living conditions become better and better, people's desire to buy is strengthened. At the same time, the state vigorously also promotes: recently China's State Council gave advice on accelerating the development of the sports industry to promote sports consumption. Therefore, some of sports consumption become more popular and meanwhile it has a very high brand image and income. Two leading companies of China and America which are Li Ning and Nike will be discussed. Society is more focused on branded products instead of the link between their brand image, consumer perception and profit, it will be studied in this essay. The Z generation is the population of study on account of the millennial generation were the people of the main force of sports consumption[1]. The case studies and interviews will be used to go further in addition to prove the marketing skills. The central role of this essay is to make recommendations for sports brands to improve consumption.

2. METHODOLOGY

Here are some questions that will be asked in the interview. Interviews are taken because they are the most

intuitive way to present people's views. Interviewed by the z-era crowd, about 18 years old, men and women are 5 people, all students have not yet earned.

- What is your favorite brand?
- How much would you spend on buying sports consumer goods?
- Please analyze the advantages and disadvantages of each of these two brands?(What do you think is the reason for their success?)
- What do you think of the connection among their brand image, consumer perception, and profit ?
- What do you think of these two companies Product image, Environmental image(the operating environment of the brand), Social image, Employee image, Performance image and give them a score of 1 to 7 .to show whether they are satisfied about it.

There will be 10 interviewers involved in these interview to answer this few questions.

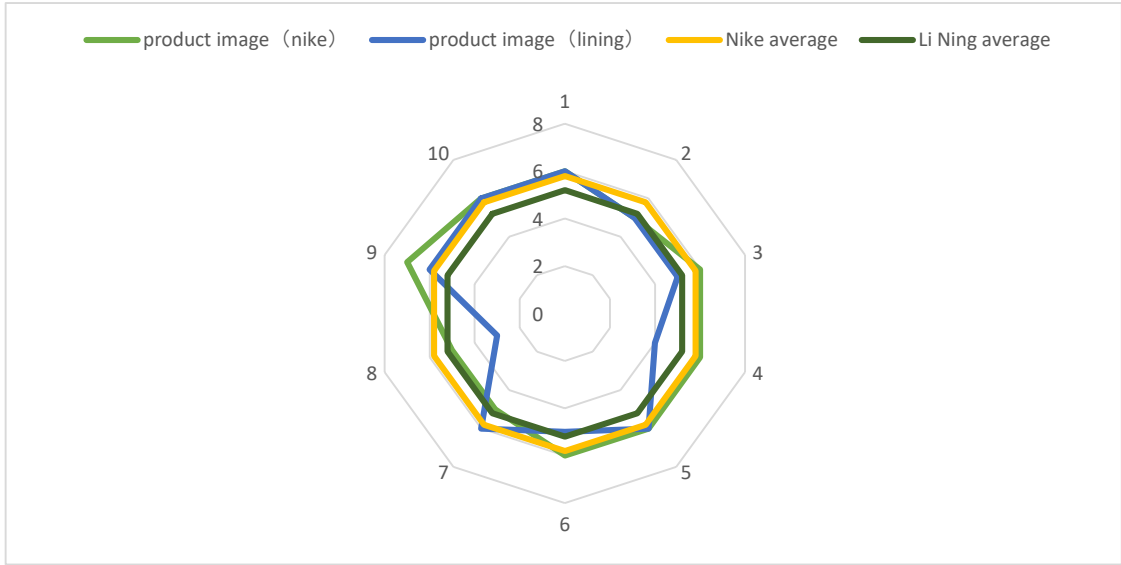


Figure 1 The contrast between Nike and Li Ning's product image in people's mind

This is the score of the interviewers on the product image of Li Ning and Nike. It can be found that Nike is almost higher than Li Ning in terms of average score and

individual score, indicating that Nike's products really have a good image in people's mind.

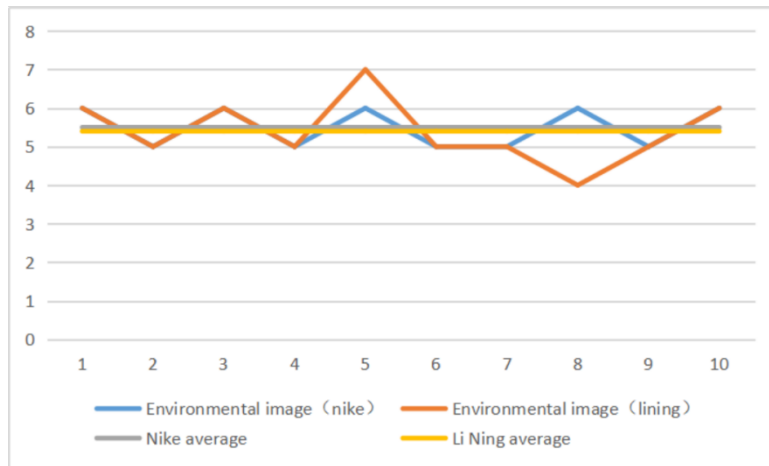


Figure 2 The contrast between Nike and Li Ning's Environmental image in people's mind

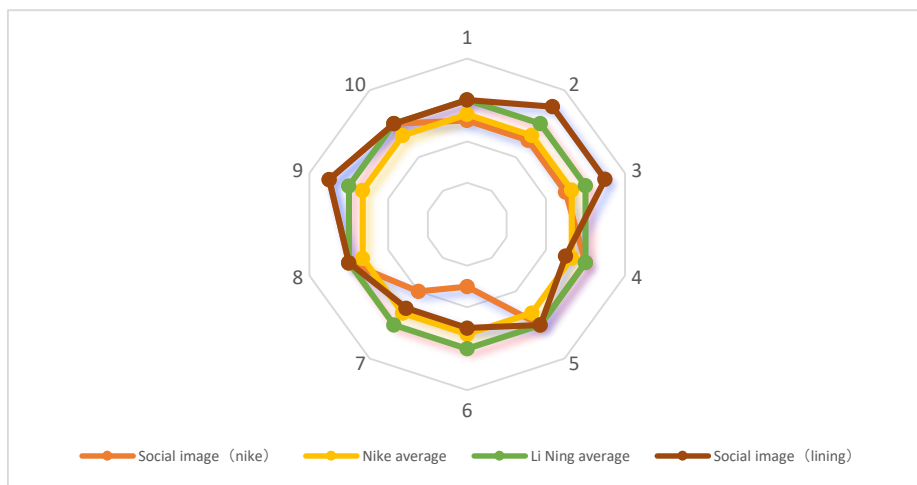


Figure 3 The contrast between Nike and Li Ning's Social image in people's mind

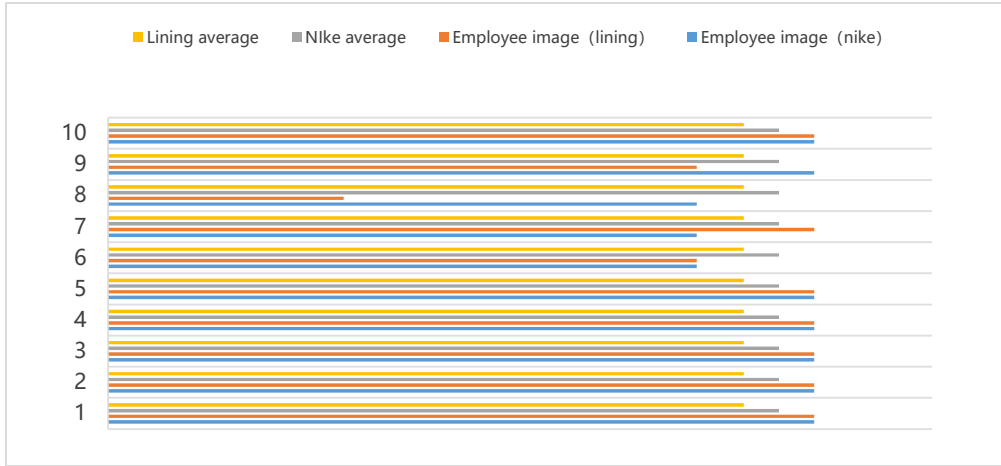


Figure 4 The contrast between Nike and Li Ning's Employee image in people's mind

The three charts show the company in the society, including the images of the employees that customers are most directly in contact with, as well as allowing the public to score the company's operating environment, space and social image. It can be found that even though both sides have good scores, Nike still wins slightly. Only

in the social image, Nike shows a poor performance, which should be related to the Xinjiang Cotton incident last year [2]. The core purpose of an enterprise is to make profits, but it should also pay attention to political correctness and stand on the right side.

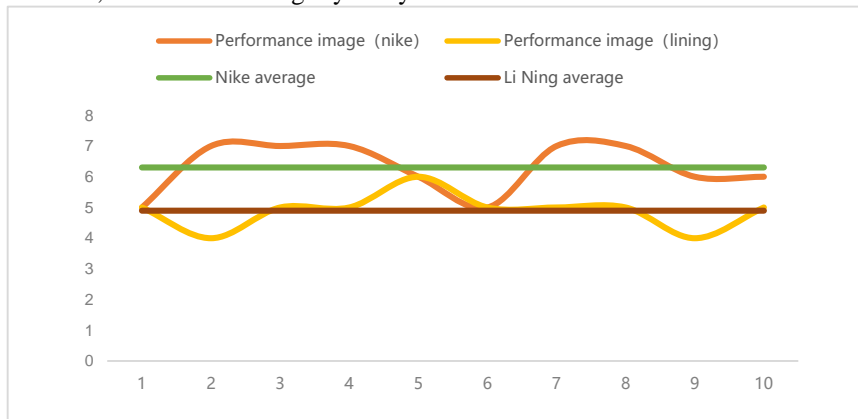


Figure 5 The contrast between Nike and Li Ning's Performance image in people's mind

Finally, the performance, from the eyes of the interviewer Nike won the Li Ning. Another way reflects the composition of countrymen for the Chinese brand is still not confident in, psychological will generally regarded as imported goods than a high level of domestic goods, that is why China is now an urgent need to establish a brand, with the domestic IP to go global, change people's watch method.

Finally, some contents are summarized according to the views of the interviewers:

Nike's advantages are their product design(ergonomic and exterior), the disadvantages are their marketing and product quality and wearing experience is not good. Li Ning's advantages are reflected in relatively cheap, new design concepts, product diversity and material permeability aspects. The disadvantages are people think the price setting does not match the quality and over-reliance on patriotic consumption. People thinks that the

reasons why Nike get succeed was because long history and a good foundation and liberal design and Focus on design. For Li Ning was because conforms to the rise of national brand trend and had a good advertisement.

Back to the question, three links about brand, consumer perception and revenue have been further studied:

- Company image affects consumer perception, and consumer perception determines revenue.
- Company image determines consumer perception, consumer perception affects revenue, revenue affects company image, but revenue depends more on product quality and value.
- Profit=k*brand image*consumer perception(k is a specific coefficient that varies according to the situation)

3. ANALYSIS

On the basis of the interviews, a comprehensive evaluation shows that Nike is slightly ahead of Li Ning in terms of corporate image. When we analyze the whole question, we should make the problem concrete and refined. So to evaluate the brand image needs to be broken down into product image, environmental image, social image, employee image and performance image. The specific reasons why isn't Li Ning's corporate image like Nike's have been summarized comprehensively are the following. It is also something that Chinese sports brands should pay attention to

The reason for the success of Lining is mainly thought to conform to the rise of national brand trend, people who live in China purchase Li Ning because they love their country, buying Li Ning was seen by them as a patriotic sign. But, during the interview, most people from the Z generation think Li Ning's success should be made more of a coincidence of timing, even if it is one of the necessary reasons for brand success. In the consumer perception, Li Ning's own product quality and design level are particularly questioned, people even think that without the support of social patriotic trends, Li Ning simply can not achieve today's results. Li Ning's brand image now is higher than their reality, it is a kind of fake image right now compared with customer perception. Product image is the main point of brand image. It is believed that if Li Ning took the money he had earned in recent times to improve the quality of his products, the company would be more successful in the future. If not, the outcome will be the opposite. Compare with Nike, Nike's success is widely believed to be due to a long history and a good foundation, Liberal design and Focus on design. These conditions for Li Ning are not difficult to achieve, in China Li Ning's history and brand image are well known to the Chinese people, so there is a certain amount of traffic. In short, the quality and image of products by the z-era crowd as the decisive principle of whether to buy, Chinese sports brands should be in the future development of product research and development will always be located in the first place.

Neither side's environmental and social image is very high, it is also possible that because of the impact of the recent cotton incident in Xinjiang, Li Ning in these two aspects is slightly better. Brands should enhance their social image in front of the public, and make full use of policies and active cooperation to create a good business and development environment. For the young people of generation z, they evaluate these two images first to review the brand is very principled position, and then focus on the company's brand spokesperson, and finally to combine the views of those around them for a comprehensive evaluation. People tend to set up endorsements as more professional athletes than as traffic stars in some entertainment circles, and in interviews, many generations of young people mentioned that they

even hated Li Ning because of the endorsements he asked for.

For the image of both sides of the consumer perception score is quite high, but found in the franchisee and Outlets store service attitude is relatively worse than the direct store, direct store employees for the company's products of professional introduction is also much higher than other stores, for the franchisee employees generally work just to take some different sizes of equipment, Ole store even did not have a specific responsible staff. This makes customers in the store when the experience feels different, I believe that such an impact on customers' desire to spend will not be very high. Service is one of the most important factors in consumer perception, and companies need to pay more attention to it. Now that Li Ning and Nike have opened thousands of offline physical stores at home and abroad, it is not easy to improve the service level of employees. This article points out that it would be better to reduce the number of shops, but the attitude and level of service must be carried out.

For the performance image, this image is more like the ultimate goal in the image. The purpose of each enterprise is to make a profit, but it is worth mentioning that in this paper, a new concept is put forward according to consumer perception, found that the performance image is the embodiment of income, and income will in turn affect the company image. So it is necessary to publicize their excellent performance to the public, just as every country needs to hold regular military parades to show its own strength. People prefer a good brand, and for a brand, performance is the main criterion for measuring whether it is good or not. A good performance will be followed by an improvement in the brand's tone and brand image, followed by the impact of the analysis above to drive revenue.

4. DISCUSSION

Summarizing all the recommendations mentioned above, here's a list of ways to improve the company's image behavior and thus change consumer perception to win consumer favors and thus increase economic income:

4.1. Be more international

Brands need to be more international, to be more in line with international standards, brand internationalization [3], on the one hand, can get a good brand tuning, the other side can produce more exposure and access to a larger market. The main purpose of internationalizing products is to realize the extension and expansion of the brand, and finally realize the economic benefits of scale and low-cost operation[4].

4.2. Consumer attitudes

Brand tuning needs to be improved, in terms of brand tones, when the brand is more tonal, the brand will show a more conducive to promoting people's desire to consume than the same type of low-key goods. But companies also need to pay attention to control within a certain range. Because according to the study of consumer psychology. Actually, people's determination to spend money on life necessary consumption presented more instead of leisure, entertainment consumption. If the money amount continues to increase, consumer desire will show a cliff-jumping decline. According. Suggested that brands should improve their brand tuning to the right height, so as to effectively promote economic benefits. For some daily small activities and pricing, it is recommended to keep the amount within 10 and 1000, so that it is more beneficial to obtain the public's purchase, but each brand's customer base and positioning is different, the amount should be set separately[5]. As a sports brand, creating a luxury brand image will inhibit the actual consumption and contact of consumers, the essence of a sports brand should be more conducive to practice. But for the z-era crowd, they are generally able to accept the medium and high-end tone of the corporate image, because this group of people is in better home conditions, and the purchase concept is more advanced. In this population, there is also a major phenomenon - the act of comparison. It has to be said that the existence of this concept has become a lot of business sales assistance, people, in particular, will wear some deliberate or even blind consumption to show themselves. Therefore, it is reasonable to suggest that the price range should be set between 1000-2000, which is very easy for the z-era crowd to pay.

4.3. Business model

China's sports brands should continue to trade with suppliers with weak bargaining power. As an upstream supporter of the real industrial value chain, the supplier's raw material price, labor cost and technical level directly affect the production cost of the product and the price in the sales link. In the case of the sporting goods industry, the bargaining power of suppliers is relatively weak, mainly due to the "light assets operation model" implemented by the sporting goods industry. The model was first proposed by Nike founder Phil Knight in the 1980s, the "light asset operation model" also known as the "virtual business model"[6][7]. Mainly refers to a business that does not have to focus on all aspects, production and sales should be transferred to other companies, and companies should focus on their brand design and marketing links, reduce investment in fixed assets, for those with high value growth of the part of the continuous focus.[8]

4.4. Innovation

Each brand should open up and always innovate, and discover the unique advantages of their own brand. Start to realize the brand diversification strategy, the construction of sports, professional as the main body, promote leisure fashion, youth theme of sports equipment. However, for different grades of sports products market, its alternative is also different. In the high-end market, the threat of alternative products is weak, because high-end market consumers are very concerned about the functional experience of products, such as Nike, Adidas over the years accumulated scientific research technology and research on professional sports products, consumers choose these two brands is an important reason. And leisure apparel high-end market brand into this field, more is to improve their own product system, the establishment of a good brand image to consider. In the low-end market for sporting goods, the threat of alternative products is greater, mainly due to the casual clothing and professional sportswear decoration cannot be well distinguished, small differences, and therefore strong substitution. Li Ning brand as sporting goods in the high-end brand, also noted this problem, and constantly subdivide its product types. This article to China's Rising Star enterprises to break down the brand classification, to create a commercial gimmick.

4.5. Marketing

Every company should focus on the 3c4p principle of marketing, not over-segmentation, but precisely because of customers, competitors, and the company itself to make market choices and positioning. Strengthen product, publicity, pricing and marketing channels. Establish perceptual maps for all brands in this field on account of understanding what customer needs in products or services compared with the competitors' products. Position the product based on features and benefits, price, quality, customers, competitors' product class, symbols, and images. The company should think about how to be more segment attractiveness based on customer analysis, how to competitive more advantages based on competitor analysis and be segment compatibility based on company analysis. Also, the company needs to figure the buyer personas, because it allows the firm to empathize and move beyond itself as the target audience. It helps the enterprise to develop tone, to understand the problem that customer needs to solve. And finally, it can determine the media channels. For getting that information, the company should also do market researches. [9]Try to do some stated preferences (interview and survey, social listening) and revealed preferences (like purchase some data and know the customer journey data). At last, the analysis combines CLV to make a discount rate of capital, the retention rate of the customer, and panning horizons [10]. According to

the diffusion of innovations theory, companies can try to find key opinion leaders (KOLs) to advertise and promote their brands through the community internet, such as using KOLs to do some native advertising and content marketing on the Internet. Buzz marketing would be recommended to companies to try.

5. CONCLUSION

In this paper, the paper discusses carefully how Chinese sports brands should be revived and how strategies should be formulated in the future. Brands need to raise their international standards (in terms of quality and communication) in order to create a new era of professional sports brand brand IP, and to actively transform into a medium and high-profile brand, because this can not only improve their position in the hearts of consumers and society can also promote consumption. Also looking for a low-cost supplier is the basis for maximizing profits, and outsourcing sales and production to other companies is a good option (the "light asset operating model" is also known as the "virtual business model"). As for continuous innovation and good marketing strategy these are a source of success for the company, should continue to do well. But there are still a shortcoming in this paper is that the mathematical base of the interview still needs to be expanded, the interviewer base of this paper only meets the basic criteria of a paper (and the interviewees are generally well-off families and above, most live in Beijing, in order to meet the comprehensiveness of the experiment, should interview a variety of z generation of young people).

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