

Sport Marketing Strategy Choice of Domestic Sports Brands Under the Rise of Chinese Fad

Hu Haocheng

Building 2, Dehan, block F, Wenzhou business school, Chashan street, Ouhai District, Wenzhou, Zhejiang Province
E-mail : 715288489@qq.com

ABSTRACT

Event sponsorship and star endorsement are commonly seen in sports brand marketing and significantly affect the influence and business performance of the sports brands. In the context of booming China-made products, what mechanisms else might have a significant impact on marketing strategy and its outcome in addition to the above traditional means? After a study of the marketing cases of famous sports brands like Anta, Li-Ning, Qiaodan (China) and Erke with the help of comparative analysis and participatory observation, the result shows that as the sharp rise of new Chinese fad, domestic sports brands should attach importance to four crucial elements when selecting sports marketing types: the level and scale of the sponsored events, the attitude of the public, original design centered on Chinese fad elements, and attention of young consumers. The greater the level and scale of a sponsored event are, the more influential the brand will be. Following the trend of the rise of China-made brands, avoiding plagiarism and "copycatting", and focusing on creating original design products with Chinese elements, a brand can preferentially gain media exposure and the favor of young consumers, thus remarkably improving its influence and business performance.

Keywords: *"Xinguochao", Sports Marketing, Sports Brand, Brand Influence, Business Performance*

1. INTRODUCTION

With the fierce competition in the domestic sporting goods market, sports brands, as enterprises focusing on the production and sales of sports products, often adopt a variety of marketing means to increase the market share of products. Sports marketing is a way of promotion which can involve consumers in. The marketing subject can make different sports and brand promotion activities cooperate with each other, effectively combining the self-interested of advertising with the public welfare of sports events, so that the enterprise brand could be noticed by consumers accidentally, and indirectly establish a competitive enterprise image. Furthermore, it can also form a unique brand association, and finally improve the brand loyalty and consumers' awareness of the brand.

Thanks to the promulgation of a series of major sports industry policies such as The National Fitness Plan (2016-2020) and the 13th Five-year Plan, sports have gradually been recognized by the market as an important resource. At the same time, under the situation that domestic sporting goods enterprises continue to face the competition of international sports brands, the BCI

incident broke out. As a result, the market resources of international brands suddenly declined and many spokesmen terminated their contracts. However, a number of domestic sports products and clothing brands stood firm and won the support of the public. Enormous consumers turned to support domestic brands, forming a wave of new domestic products.

Under the dual support of policy and environment, how to establish an appropriate sports marketing strategy for domestic sports brands will become an important issue.

In the past, most of the research focused on the domestic sports brand marketing strategy to investigate the relationship between sports marketing and brand value, while the impact of sports marketing strategy on enterprise performance has not been fully studied. This paper aims to explore the relationship between different sports marketing strategies and the benefits brought by this strategy to sports brands, which will provide theoretical guidance for sporting goods enterprises on how to improve performance with the help of sports marketing. The paper also aims to find an effective strategy for domestic sports brands to carry out sports

marketing, and provide examples for domestic sporting goods enterprises to improve brand influence and product business performance through sports marketing, which will be more practical and instructional.

The paper adheres to the principle of combining theory with practice, and adopts qualitative research methods according to the research problems and the availability of data, mainly including viewing literature viewing, comparative analysis and participatory observation. The participatory observation method will observe the marketing channels of domestic sports brand online malls and offline stores from the perspective of consumers and collect consumers' evaluation of various brand products and product operation data, therefore analyzing the relationship between product marketing strategy and product popularity.

2.LITERATURE REVIEW

2.1.Strategy Types of Sports Marketing

With the development of sports marketing, the common sports marketing strategies of domestic enterprises mainly include the following types:

Sponsoring sports events. Sports sponsorship is an important part of the sports industry. As the third largest source of income of sports organizations after tickets and broadcasting, it is an crucial channel for enterprises to obtain competitive advantage, associate brand image and establish consumer connection. It is also a dynamic business behavior of interest and resource exchange between enterprises and sports organizations. By sponsoring sports events, enterprises can obtain opportunities such as the exposure of their products during the competition and the right to use the trademark of the event.

Endorsement of sports stars or groups. Celebrity effect also plays an vital role in sports marketing. A domestic study mentioned that a large number of people have favorable sports stars and the endorsement of their favorite stars will be the first choice for purchasing. Because when consumers choose sports consumption, they will make a general comparison from the aspects of personality, competition results, competition skills, appearance and so on. There is no doubt that the products endorsed by more excellent sports stars in these aspects will win preliminary favorable comments, which also lay a foundation for further understanding and consumption^[1].All these may transfer consumers' favor of sports stars or teams to brand products.

Designated products. Designated products refer to the products that make the enterprise's products become the sole sponsor through investment when the enterprise cooperates with sports events or activities. Uniqueness means that only one enterprise will be selected to provide similar products. This can effectively exclude the

intervention of peers, improve the awareness of enterprise products, avoid consumers from confusing them with similar products. Moreover, it can also protect the interests of enterprises while exposing products more frequently, which will surely be a selling point of the product.

Cooperating with sports media. Cooperation with various representative and influential sports media is also a progressive form of sports marketing. Nowadays, streaming media platform is the mainstream, and the links between enterprises and sports content platform, official account of sports content are also closely related. As a marketing means of targeted delivery of products, it can build good relationship between enterprises and target consumers in order to ensure timely communication.

2.2.Related Discussion on Brand and Sports Marketing

By collecting data, it is found that domestic and foreign studies generally start with variables such as brand loyalty, brand awareness and brand perception to explain the relationship between the above variables with brand value and brand equity.

In terms of foreign scholars, Charitomeni Tsordia and Dimitra Papadimitriou studied the sponsorship agreement between Panathinaikos B.C., one of the most successful basketball clubs in Europe, and Microsoft X-box, concluded that perceived quality and brand participation are the key factors affecting fans' brand loyalty and actual purchasing of sponsored products. The compatibility of brand perception between sponsors and sponsored sports clubs and the team identity of fans have a significant influence on the brand assets of sponsors^[2]. According to the research report, some companies have achieved remarkable growth in revenue after sports sponsorship^[3]. This result may be attributed to the improvement of corporate brand awareness and product consumption among consumers who participate in sports activities in the research of Kelly et al. ^[4]. Recently, Kwon and Cornwell's research in 2020 confirmed that sponsoring sports events can improve the brand value of sponsoring companies^[5].

In terms of domestic scholars, some studies have established a strategic model of sports marketing to improve brand value and made an empirical analysis with "buy one benefit one" of 361° as the marketing case with the help of a questionnaire survey, and concluded that in order to improve brand value, it's necessary to improve brand association and brand loyalty, especially the brand association.^[6]

In addition, by constructing the theoretical model of sports marketing and brand equity and taking Anta's sponsorship of the Chinese sports delegation in 2012 as the sample event, another study conducted empirical

analysis through the questionnaire method and concluded that sports marketing has a positive impact on brand equity and its dimensions, which verifies that the selection of all dimensions of brand equity is effective^[7].

2.2.1. Summary of Research Status

Looking at the theoretical research of domestic scholars, it can be found that the previous research basically focused on the sponsorship marketing of sports events and activities, and the impact of sports star endorsement on brand value and brand assets. As the main means of sports marketing, event sponsorship and star endorsement can prove the relationship among brand influence, business performance and sports marketing.

The analysis and studying of relevant literature on sports marketing, brand value and brand assets at home and abroad show that there are still gaps in the existing research on the impact of different sports marketing strategies on brand value, due to lack of consideration of social and humanism factors and discussion on the feasible sports marketing strategies of enterprises in the future.

2.3. Discussion on The Background of “Xinguochao”

In the field of image construction of domestic brands, some domestic scholars summarized the evolution of Chinese brand image reflected in the changes of advertising discourse over the years, and stated that the symbolic presentation of advertising language has become an important value to convey the value of domestic brands, highlight product characteristics, and even shape the image of domestic brands^[8]. In terms of improving the brand image of domestic products, some scholars put forward a series of specific strategies to improve the brand image of domestic products, such as integrating Chinese unique cultural elements with the cultural image resources of the brand, upgrading the visual and cultural experience^[9]. Other scholars, however, clarified the differences and connections among the three perceived values of domestic old brands based on the marketing theory of “brand perceived value”, and put forward marketing suggestions. “Xinguochao” exists in the contrast environment formed by ordinary domestic goods and other trend cultures, that is, it not only has the nostalgic characteristics of domestic goods that other trend cultures do not have, but also has the trend personality that ordinary domestic goods do not have^[10].

3. Framework

3.1. Selection Factors of Sports Marketing Types

According to the above, the types of sports marketing

are mainly divided into four types: sponsoring sports events, sports stars or team endorsement, designated supplies, and cooperation with sports media. Combined with the existing theories and the hot spots in recent years, the social environment and the background of the rise of domestic brands, the paper states that when domestic sports brands choose sports marketing strategy, they should focus on the following four conditions.

3.1.1. Level and Scale of Sponsored Events

High awareness and huge media traffic are the marketing value of only high-level and large-scale events. By sponsoring top-level events, sports brands can enhance their brand influence and improve the business performance of brand products. Nowadays, with the rapid progress of media platforms and the surge of traffic, only the highest level events can bring about a lot of attention and top marketing value.

3.1.2. Hot Events and Public Attitudes

When adopting sports marketing strategy, brands should pay attention to the combination of consumers’ attitude towards current events and hot spots, which will help improve the brand influence and performance in this period. With the high popularity of the Internet and the improvement of people’s national self-confidence, the on-site and off-site behaviors and speeches of domestic and foreign sports stars and relevant people in the League will gain public attention, which is easy to have an unexpected impact and affect the sponsoring brands. Under the current social public opinion, enterprises focus on China-related marketing and focus on domestic sports stars and organizations, which can effectively place consumers’ patriotic complex on their own products and have a positive impact on the business performance of the brand.

3.1.3. Original Design Centered on “Guochao” Elements

Domestic sporting goods enterprises combine Chinese elements and integrate it into products with original design and innovative technology. In the rising stage of domestic brands in recent years, it is easier to obtain the support of consumers and mainstream media so as to improve the brand influence and product business performance. The 2019 report on Chinese trend consumption development released by CBN Data joint Yoho! showed that the proportion of consumption scale of Chinese original trend brands has increased year by year since 2017. In the survey of consumers, most consumers have also increased their preference for domestic brands year by year^[11]. Nowadays, when the state-owned media and We media have brought domestic sports brands with novel design platforms on the fashion stage, consumers’ pursuit of trend has shifted from

“cheaper choice” to originality.

3.1.4.Attention of Young Consumers

Young consumers support domestic brands much more than other age groups. When choosing sports marketing strategies, domestic sports brands should focus on improving brand influence among young consumers, so as to promote product performance. According to the "2020 Contemporary Youth Consumption Data Report" jointly released by Sina Fashion and Dewu App, "Generation Z" (refers to the young group born in the middle of the 1990s to 2010) account for 85% of the user group, undoubtedly becoming the main force of contemporary fashion consumption. According to a report by AliResearch, more than half of consumers who buy cutting-edge Chinese brands were born after 1995. In addition, according to CBN Data, nearly 90% of Chinese style fans at station B are "Generation Z", and "Generation Z" also accounts for 70% of Chinese style vloggers [12].

3.2.Sports Marketing Type Combination

The paper summarizes that the sports marketing mix adopted by domestic sports brands generally includes the following 3 types:

Mode 1: sports star/group endorsement + event sponsorship. The sports brand adopting this sports marketing combination mainly relies on high-level events and highly exposed sports stars for marketing, and creates a “professional” brand image by using highly recognized event symbols.

Mode 2: sports star/group endorsement + event sponsorship + “Guochao” elements. The sports brand adopting this sports marketing combination not only has top resources such as high-level events and highly exposed sports stars, but also attaches great importance to the product preferences of young consumers.

Mode 3: event sponsorship + “Guochao” elements. Domestic second-line sports brands generally adopt this sports marketing combination. Although it has some sports stars or group endorsements, it has low general popularity. It mainly maintains brand influence in specific consumer groups by sponsoring some minority events or sub leagues. At the same time, there may be a lack of innovation in product design and excessive pursuit of cost performance. There are also sports brands that make breakthroughs in design and finally succeed in transformation.

Table 1. Sports Marketing Combination Mode

	Mode 1	Mode 2	Mode 3
Sports Stars Endorsement	√	√	

Sports Events Sponsorship	√	√	√
“Guochao” elements		√	√

In addition, sports star/group endorsement is reflected in the sports marketing strategies of domestic sports brands, and the difference of the roles is small. In order to emphasize the impact of different sports marketing strategies on brand influence and product business performance, this factor is not explored and compared in the case analysis part of the paper.

3.3.Summary

This paper holds that under the background of the rise of “Xinguochao”, domestic sports brands should pay attention to the sponsorship of high-level and large-scale events, and increase investment in the original design based on Chinese elements, which will help to improve the brand influence and business performance. The reason is that high-level and large-scale events have achieved remarkable results in improving brand influence. At the same time, Guochao’s original design is more attractive to the main consumer groups, which is conducive to improving product sales.

For the two indicators of brand influence and business performance, the paper will evaluate them through different data. Brand influence can be reflected through Baidu search index, Weibo most searched hashtags, hot topics and streaming media platform hits, broadcasts and other data for a period of time. The business performance is based on the business data of the enterprise in this period, the sales volume of online and offline series products and the evaluation of relevant consumers.

4.CASE ANALYSIS

This chapter will take Anta, Li Ning, Erke and Qiaodan(China), four domestic sports brands as examples, list the sports marketing combinations of the four enterprises, and compare their similarities and differences, so as to explore and verify that which sports marketing strategy is the most suitable for domestic sports brands under the rise of “Xin Guochao”.

4.1.Sponsoring Events of Different Scales

4.1.1.Anta

On September 27, 2017, Anta became the official sports clothing partner of the 2022 Beijing Winter Olympic Games and the winter Paralympic Games. On July 28, 2020, Anta joined hands with the Beijing Winter Olympic Organizing Committee to release special

edition sportswear with Chinese national flag, a licensed commodity for the 2022 Beijing Winter Olympic Games. The licensed products are designed with Chinese national flag as the core element, and positioned at a high standard. At the same time, it also has a certain collection value.

In the context of the rise of domestic brands, consumers have more recognition of domestic brands and improved the pursuit of products containing Chinese elements. Combined with the high awareness of the Olympic Games and the high popularity of the Tokyo Olympic Games, Anta Winter Olympic series products have made accurate positioning.

(1) Brand Influence

On June 23, 2009, Anta officially became the sports clothing partner of the Chinese Olympic Committee and the partner of the Chinese sports delegation. In terms of the cooperation with the Olympic delegation, Anta replaced Li-Ning as the national sports brand. Helped by the influence of the Olympic Games, the top event platform in the field of competitive sports, Anta has improved its influence among the spectators, especially young consumers. For example, according to the research of Ipsos, the 2016 Rio Olympic Game has increased Anta’s brand awareness by 17%^[13].

Until October 21 2021, although Anta’s brand official Weibo account only has 1.359 million followers, the brand has attracted over 1.5 billions readings and heated discussions on Weibo, through 4 hashtags related with the Olympic Game, including “#Love sports, Anta in China#”, “#Anta, technology helps China’s Olympic#”, “#Wearing the same style, cheering for Chinese national team#” and “Anta release the equipage of Tokyo Olympic Game”. In addition, through Baidu Searching Index, it can be seen that the search times of keyword “Anta” during the Tokyo Olympic Games are much higher than its average value.

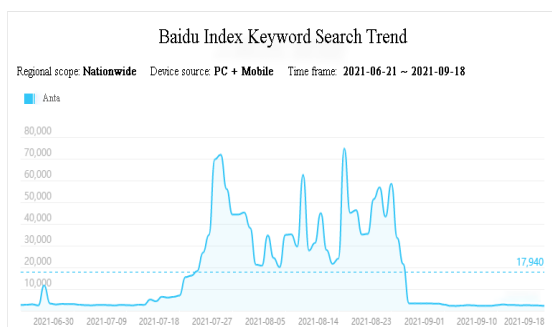


Figure 1. Anta Baidu Index during Tokyo 2020

With the cooperation of the Chinese Olympic Committee and the Chinese sports delegation and with the help of major media platforms, Anta took the full advantages of the Olympic Games, a top event resource, which played an obvious role in improving the brand’s influence.

(2) Product Performance

Under the combination of all these factors, the sales of the series of Chinese national flag of the Winter Olympic Games is gratifying, and the Anta has rebounded after being hit by COVID-19. According to the 2020 interim results report, released by Anta official in August 25, 2020, under the influence of COVID-19, in the first half of the year, the group income decreased by only 1% compared with the same period last year, and the rate of stable recovery is in the leading position in the industry. The gross profit margin reached 56.8%, the highest level in history; the profit level attributable to shareholders ranks in the forefront of the industry.

4.1.2. Erke

(1) Brand Influence

Since 2005, Erke has maintained the tradition of sponsoring major tennis events in China and overseas. From becoming the designated shoe and clothing sponsor of WTA Guangzhou International Women’s tennis open to becoming the official sponsor of the 2019 Shenzhen WTA finals and the only designated sportswear cooperation brand, Erke is determined to build the top tennis brand in China.

Although Erke’s sponsorship of tennis events outshines others, there is a great gap with the main sponsorship events of competitive brands - basketball and football, not only due to the limitation of tennis’ influence, but also because of the public’s attention of tennis and the amount of tennis related information on major media platforms. As of October 22, 2021, the topics “#tennis” on Tiktok had been broadcast 3.6 billion times, while the volume of “#basketball” and “#football” had been broadcast at 118.32 billion and 56.61 billion times respectively.

The limitations of tennis in popularity and participation cause some difficulties for Erke brand to improve its influence by event sponsorship. As of October 22, 2021, the official Weibo of Erke brand has 1.539 million fans, and only one relevant Weibo post with the keyword “tennis” in its Weibo account has obtained 1 forward, 13 comments and 28 likes. Compared with the dominant situation of tennis events sponsorship, its attention and exposure seem bleak.

(2) Product Performance

Similarly, due to the lack of the influence of tennis on sports groups and the insufficient exposure of relevant products on mainstream media platforms, the online and offline sales performance of Erke tennis series products is relatively poor, which could not reflect its dominant position in tennis events sponsorship.

In the field observation of some offline retailers in Yong’an and Wenzhou from August to September 2021,

it was found that consumers entering the store did not have the tendency to buy tennis products. One of the consumers said: "I don't usually play tennis and I don't see anyone playing tennis. The main reason for buying Erke is that the price is appropriate." In addition, after inquiry, it is found that there is almost no consumer having relevant cognition about the cooperative relationship between Erke and large-scale tennis events. This is the case offline. In the face of a wider online consumer group, the sales of such products also did not improve. When selecting "Tennis Series" in the product series in Erke's official mall, the page went to display "no relevant products can be searched"; in Erke's Tmall official store, only six related products appeared in the search for the keyword "tennis". The product in best sales is a pair of women's sneakers, which do not have obvious "tennis" characteristics, and the monthly sales volume reached more than 600 pairs.

Under the limited brand influence and the poor product operation performance, Erke's revenue in 2020 was only 0.2843 billion RMB, while the leading brand Anta reached 35.51 billion RMB and Li Ning reached 14.457 billion RMB. If Erke did not take timely disaster relief measures in 2021 Henan rainstorm disaster, the bankruptcy might have been Erke's fate.

4.2. Original Design with "Guochao" elements

As a hot topic in the trend of consumption, "Guochao" has always attracted the main consumer called "generation Z". It is not only a fashion trend, but also reflects young generation's cognition and identity to Chinese culture. Excellent product design has become one of the important driving forces affecting the rapid growth of "Guochao" brand.

4.2.1. Li-Ning

As the top two domestic sports brands in terms of revenue for a long time, Li-Ning launched the "Li-Ning(China)" sports brand in 2018, prior to other brands focusing on "Guochao". In February of the same year, CFDA and Tmall launched a project called "Chinaday" during the New York Fashion Week. With the help of this project, Li-Ning(China), Peace Bird, CLOT and some other Chinese brands appeared at the New York Fashion Week, becoming the first Chinese sportswear brand to land at the international fashion week.

(1) Brand Influence

On the last day of the New York show, the WeChat iIndex of "Li Ning" soared by 700%; three days after the press conference, the total number of tweets about Li-Ning at New York Fashion Week exceeded 15 million; within four days after the product exposure, nearly 10000 relevant news bulletins were published, and nearly 78 million people read the Weibo hashtag "Li-Ning(China)"

[14].

Thanks to the perfect combination of excellent original design and Chinese elements, "Li-Ning" quickly became the leader of "Guochao" brand. According to the insight report of "generation Z" launched by Mob Research Institute in July 2021, Li-Ning has become the favorite "Guochao" brand of "generation Z", accounting for nearly 90%. The combination of Chinese elements and sportswear successfully helped the brand adjust low spirited before Mr. Li Ning returned to be in charge, and significantly enhanced Li-Ning's brand influence among young people.

(2) Product Performance

The outstanding design with Chinese elements has brought the consumers' recognition. "Li-Ning(China)'s" sales price and volume is relatively higher than other brands. Based on the research in online and offline stores, The price of majority "Li-Ning(China)'s" products are above 500 RMB, and some products showed on Fashion Show has already sold out in official retailers, and rise to over 1000 RMB in secondary markets, which is much higher than the price of other Chinese local brands. Li-Ning's Financial Report in 2018 shows that the annually sales volume of "Li-Ning(China)" reached more than 5.5 millions, the sold-out rat was more than 70%; "Wudao" series of sneakers were sold over 50 thousand pieces, and the sold-out rat was also beyond 70%.

What's more, in the "Xinjiang Cotton Issue" burst in March, Chinese citizen showed increasing ultra-opposite attitude towards overseas' sport brands. According to the China Sporting Products Industry News published by Credit Suisse AG, "Li-Ning(China)'s" sale figure greatly increased 419% from 27 April to 5 May, compared with the same period in 2020. It follows then that consumers have high reception to Li-Ning's "Guochao" design, and are willing to pay premium for their products.

4.2.2. Qiaodan(China)

In today's increasingly copyright conscious in social environment, Qiaodan(China) is a quite special existence compared with other domestic sports brands. For the majority of consumers, Qiaodan(China) is a sports brand often described as "fake", "plagiarism" and "imitation". Since the keyword of the brand counted in Baidu Index, the hot spot has been around the lawsuit and dispute with Jordan Brand (US). In April 2020, Qiaodan(China) lost the final appeal, and the promotion and reconstruction of the brand had to be stepped up.

(1) Brand Influence

In the absence of top event sponsorship resources and endorsement of well-known sports stars, Qiaodan (China) decided to join the "Guochao" trend and usher in the transformation, facing the rise of domestic brands.

On October 28, 2018, Qiaodan (China) officially launched a new sportswear series named “Qiaodan Zhizao”; on September 28, 2021, “Qiaodan Zhizao” 2021 Crossover Fashion Show was held at north Xi'an Ancient City Wall, which has over 600-year history. “Qiaodan Zhizao” has collaborated with a famous historical and cultural IP, Shaanxi History Museum, and release its special series named “Zhizao Tang Dynasty”. “Zhizao Tang Dynasty” has connected “Z generation” and the glorious age of Tang Dynasty, attracted lots of attention. Owing only 0.264 million followers, Qiaodan (China) has obtained about 0.2 billion views and 0.2 million discussions from its hashtags of “Qiaodan Zhizao” and “Zhizao Tang Dynasty” till October 22, 2021. Recovering from losing the lawsuit, Qiaodan (China) regain its confidence as a domestic sports brand and greatly enhance its brand influence.

(2) Product Performance

The series products of “Qiaodan Zhizao” has received consumers’ praise because it not only has high cost performance, but also conclude abundant Chinese elements. Many series under “Qiaodan Zhizao” such as “Yan”, “Wuxia”, “Myth” and “Dan Feng Lai Yi” show different characteristics, covering many styles of Chinese elements. Based on the research and short inquiry with the consumer at online and offline stores, many consumers think the design with Chinese elements “makes their eyes brightened”, they also agree that these products are in “reasonable prices and good qualities”; according to the statistical date until October 22, 2021, “Qiaodan Zhizao” series have many hot-selling products with monthly sale volume over 5000, and the prices are generally under 300 RMB. It can be seen that, after the brand reformation, Qiaodan (China) has achieved good operation performance by releasing “Guochao” products which meet the interest of young generation.

5.CONCLUSION

Taking Anta, Li-Ning, Erke and Qiaodan(China) as examples, this paper uses the method of case analysis to explore the relationship between their sports marketing strategies, brand influences and product management performances, and finally verifies the research hypothesis. Through the full text, by analyzing the impact of several major factors in sports marketing strategy on enterprise brand influence and product sales, we can draw the following conclusions:

Firstly, when self-media and streaming media platforms have gradually obtained the authorization of event content and received huge attention, the larger sponsorship scale and the higher game level could bring greater influence on the sports brand, and then promote the business performance of its products. Specifically, during the event, the discussion and attention of relevant sponsored brands increased significantly, the sales

volume of series products with event logo also increased, which lead to the increasement of enterprise’s revenue.

Secondly, the original design highlighting “Guochao” is easy to be exposed by the mainstream media in the current situation of high nationalism sentiment. Focusing on “Guochao” is conducive to get the wide attention and strong support of young consumers, and significantly improve the brand influence and the business performance of related products.

It can be seen that in the rising stage of “Xin Guochao”, the sports marketing strategy of domestic sports brands should focus on sponsoring large-scale high-level sport events to receive a lot of attention, and then make the products depend on the influence of the events; we should also comply with the main trend of the rise of domestic brands, avoid plagiarism, and focus on creating original design products with Chinese elements, so as to win the favor of young consumers.

Table 2. Evaluation of Sports Marketing Effect of Domestic Sports Brands

	Sports Marketing Strategies	Marketing Result
Anta: Mode 1	Sponsor large-scale events with high awareness	Brand influence and business performance of related products have been significantly improved
Erke: Mode 3	Sponsor high level events of Minority Sports; Sponsor events catering to young people and respond to the call of society and the public	The improvement of brand influence and business performance of related products is limited; Brand influence and business performance of related products have been significantly improved
Li-Ning: Mode 2	Launch trendy sports products with Chinese	Brand influence and business performance of related products

	elements and original design	have been significantly improved
Qiaodan(China): Mode 3	Counterfeit foreign sports brand; Launch cost-effective Guochao sports products	Negative impact on brand influence and product performance ; Brand influence and business performance of related products have been significantly improved

contemporary "Chinese image" as an example[J]. Qinghai Social Sciences, 2014(5).

- [9] Yiwei Du. Research on the role of Chinese image elements in promoting independent brand images[J]. Decoration, 2008(12).
- [10] Shishi Zhou. A descriptive study on the symbols in the cultural communication phenomenon of "Xinguochao"[D]. Shanghai: Shanghai University of Finance and Economics, 2020.
- [11] Source : White Paper on China's Trend Consumption Development in 2019, 2019.
- [12] Source : 2020 Consumption Data Report of Contemporary Young People.
- [13] Source: Ipsos.
- [14] Source: Wechat, Weibo, Baidu Index.
- [15] Source: Credit Suisse Group.

REFERENCES

- [1] Xuewen Sun. Research on the influence of sports star endorsement on sports consumption of college students in Shanghai from the perspective of fan economy[D] . Shanghai : Shanghai Normal University, 2019.
- [2] Charitomeni Tsordia, Dimitra Papadimitriou. Building a sponsor's equity through brand personality: Perceptions of fans and rivals[J]. Sport, Business and Management: An international Journal, 2018(8).
- [3] J Blake, S Flouries, M Goldman. The relationship between sports sponsorships and corporate financial returns in South Africa[J]. International Journal of Sports Marketing & Sponsorship, 2019(20).
- [4] S Kelly, M Ireland, J Mangan. Alcohol sponsorship and its impact on sports participants' consumption[J]. Sport in Society, 2017(20).
- [5] Y Kwon, T Cornwell. Sport sponsorship announcement and stock returns: a meta-analytic review[J]. International Journal of Sports Marketing and Sponsorship, 2021(22).
- [6] Runjie Pang. Study on the promotion of brand value by sports marketing[D]. Beijing: Beijing Jiaotong University, 2014.
- [7] Longfeng Zhao . An empirical study on the influence of Anta sports marketing on brand equity[D] . Beijing : Capital University of Economics and Business, 2013.
- [8] Yali Qu. The promotion and evolution of national image — Taking the change of advertising slogan of