



Using the PEST Analysis Model to Improve the Development of Chinese Football

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Abstract. The development of Chinese football has been standstill for nearly 20 years. The public is urging and the Chinese Football Association is doing its best to improve, but there still no perfect solution has been found, so I will use the PEST analysis model to improve Chinese football. The development of Chinese football in recent years is analyzed in terms of politics, economy, society, and technology, in comparison to some developed countries, such as some European countries with high-level football leagues. The Football Association's system and the standards for players' salary must be improved, add basic wage and bonus clauses to players' contracts. The competitive status of the players is influenced by public opinion. Football teenagers have a bleak future. I offer the following suggestions for improvement: The Football Association must be directly accountable to the General Administration of Sport and must not directly reduce player salaries. Accountable for shady media or accounts spreading rumors about Chinese football. Appropriation for teen training camps as well as training camp salaries Players' salary structures should be improved and controlled, and excessive premiums should be rejected.

Keywords: PEST Analysis Model · Development of Chinese Football · Chinese Football Association · Social media · Salary cap

1 Introduction

As a modern integrated developed country, China has been stagnant in the field of football development since the 2002 World Cup in South Korea and Japan, China's national football team has never entered the world cup after that. There has been no improvement in this field for 20 years. Although the Chinese people have been calling for changes and even accusing the Chinese Football Association of not making progress during this period, the progress of Chinese football seen in every world cup and every year can be said to be very little. My research will be devoted to improving the development of Chinese football and looking forward to prospects, helping Chinese football develop better, restoring people's confidence, and making football move towards a bright future. In "Naturalized Players" [1] the author Li Zheng defined the naturalized players and explained the funds paid for the naturalized players. Zhou Wei and others mentioned in the "Research on The Development of Chinese Football From The Perspective of

Cultural Confidence” [2] that Chinese football has high attention in social media, but it has not been able to integrate Chinese culture, which not showing an enterprising attitude. The author Gu Wei analyzed the reasons why French football can cultivate football talent and the management model of the football association in the “Analysis on The Enlightenment of France Winning the World Cup to The Development of Chinese Football” [3]. In the “The Orientation and Development of Chinese Football Culture In The New Era” [4], and “Opportunities, challenges and strategies for the development of Chinese football from the perspective of cultural confidence” [5]. Zhao Xinbang, Jiao Xiaoxuan and Ma Guanglin put forward the importance that Chinese football attaches to teenager training camps and the issues in the ideological system. I will integrate the above essays and documents and I will put forward my suggestions for improving the future development prospects of Chinese football. I will use the PEST analysis model to analyze the development of Chinese football in recent years from the political, economic, social, and technical aspects, compared to some well-developed countries such as some European countries with the high-level football league. The system of the Football Association and the requirements for players’ salary space needs to be improved. Public opinion affects the players’ competitive status. There is a premium in the player’s salary structure. Football teenagers do not have a bright future. I put forward the following improvement advice: The Football Association needs to be under the direct jurisdiction of the General Administration of Sport and don’t directly reduce the salary cap of players. Accountable for unscrupulous media or accounts that spread rumors about Chinese football. Appropriation to teenager training camps and training camp salary. Improve and control the salary structure of players and reject excessive premiums.

In comparison to the 1980s and 1990s, China now has very good development in the fields of economy, science, and technology, but what perplexes us is why, after 20 years of rapid development, the speed of development in Chinese football has slowed, and the performance of the national team in big games is getting worse year by year, and the fans’ faith in the team is also getting lower year by year. China has a large amount of population. Our population is even 20 times that of some European countries, but in their countries, football players can be selected from all levels of classes and ages and achieve the desired results. However, China’s available resources and financial investments in football are unquestionably superior to those of any European country. I will analyze this topic from political, economic, social, and technical perspectives after gathering data and conducting research on it. We never run out of people who love football and want to work in the industry. What we lack is a complete and transparent chain that allows those who serve football with their hearts to develop a clear path.

2 Data and Method

2.1 Data

I collect data from the Internet, papers, and journals, and take Chinese football as the theme, covering the period from 2010 to 2022. The data content includes some announcements issued by the Chinese Football Association and some official data; Official financial reports and announcements on players’ salaries; Social media and Chinese people’s

views and comments on the development of football; Investigate the number of stadiums and visitors in the city; Watch and analyze the skills of players through the recording of the recent game.

2.2 Method

I will research the four aspects of politics, economy, society, and technology.

When studying politics, I will refer to some announcements issued by the Chinese Football Association and some official data for analysis. At the same time, I will also investigate the football policies of some European countries with better football development or journals for these countries.

In terms of the economy, I will use the official financial report and the announcement on the salary of players. As the player's salary is a personal privacy issue, I will check some authoritative reports to analyze the player's salary. Then research on countries with better football development and the degree of national support for the economic development of football, make a comparative analysis with China and put forward a more suitable development way.

Social analysis is very diversified, and I will analyze and compare it from two aspects. The first point is the influence of traditional culture, so a depth study of Chinese traditional culture should be conducted to analyze the players' mentality and ideology. At the same time, we need to compare the national conditions and culture of Europe or western countries. The second point is biased toward social comments and public opinion. This needs to analyze the views and comments of social media and Chinese people on the development of football, and compare the impact of public opinion on the mentality of players.

Finally, the technical issues are more complex. I will analyze them from two aspects. First, facilities and equipment and players' own technology, investigate the number of stadiums and frequent visitors in the city and determine the importance and support of the city or region for football development. Players need to watch game videos for analysis, record players' awareness, and skills on the field and analyze the advantages and disadvantages of players' skills.

My research object is Chinese football, and my research method is the PEST analysis model. The PEST analysis model is proposed by Michael Porter, which refers to that when discussing a topic or market analysis, it is used as a part of environmental analysis and provides descriptions of different factors that need to be considered. It is a business strategy tool used to determine the rise and fall of the market, the position, potential, and the operation direction of the company.

3 Result and Discussion

3.1 Political Aspects

The Chinese Football Association is not affiliated with any government agency. He is an independent and self-supporting Association, which is not within the scope of the State Sports Administration. This kind of system is undoubtedly the biggest reform that

Chinese football needs to face at this stage. The national players of a country are selected from various football clubs. The number of players on the national team is limited. What really shows the strength of a national football team is the candidate list of the national team and the number of teenage training teams. The national team candidate list can be understood as a country's personnel reserve, and the number of teenagers training is the resource that guarantees the national team can play stably for a long time or period. The number of teenagers training in China is 84422, which seems to be a lot, but if we compare this number with other countries, we can find that our teenager training camp reserves are very small. In the last 2022 Qatar World Cup qualifier, we lost to Japan and Vietnam. The number of young training in Japan is 915306, and 600000 teenagers in Vietnam receive professional football training [6]. The number of teenagers training in these two countries is 7 to 10 times higher than ours. Let's compare with some well-developed European countries in football today, the clubs of the five major leagues in Europe have an integrity teenager training system, but our country's professional football leagues, such as the Chinese Football Association Super League and Division Two League, only 20% of the teams have their own teenager training teams. A shortage of backup forces will result in a stalled development of Chinese football. The national team is now aging, and there are few powerful youngsters to replace them. We have often seen reports regarding the development of Chinese primary and secondary school kids in football, the most common of that is between class activities. However, many people say that those kids did not even touch the ball while performing "football dancing." Many people are complaining that Chinese football needs junior development and backup talent at the later stages. But such compressing football teaching has no effect, and even in some cases, it makes people really hate football. The number of youth training is not increased by such exercise.

3.2 Financial Aspects

Finance has always been criticized by a lot of Chinese citizens, but China's investment in football is certainly sufficient, but these funds are not reasonably allocated in the corresponding places. In recent years, due to the epidemic and personnel allocation problems, many China Super League (the highest level football league in China) teams have gone bankrupt, even though there are also some reasons for poor management. In the past two years, the football association has continuously reduced players' wages and lowered players' salary caps [7]. I don't agree with this, players' status on the field will be disturbed by many factors. Players' own internal drive and off-court factors, such as salary or pressures came from the social media comments, Adults all have a strong need to support their families, if players' salaries are blindly reduced, it will lead to a lack of effort of players and the loss of talents. Some necessary funds must be spent and meet the satisfaction of the players as much as possible, and the money that should not be spent must not be spent, waste of money can directly lead to a financial problem for a club or even an entire league.

The national football team has changed its coach three times in the past two years. The salary of each coach is higher than average, and coach Marcello Lippi's annual salary is 100 million RMB after tax [8]. These three managers all have their own high-profile moments in coaching career. Coach Lippi is even the coach of the FIFA World Cup

champion team. If the national football level has not been improved due to the coach's coaching skills or coach salary, this explanation about the coach's ability to affect the national team is obviously unreasonable. The salary of players also cannot be a reason for the ranking of the national football team not to rise but to fall, because, in the top 12 teams in Asia, China accounted for six of the nine highest-paid players, and dominated the top four, all of which are naturalized players.

From a club's finance point of view, Chinese football has spent everything it needs, whether it is the salaries of all players or the expenses of naturalized players. The total cost of five naturalized players is 870 million RMB. At the same time, many of our players have contracts without any clauses or conditions, and most European clubs will include bonus mechanisms when signing players, or adding stipulations about salary rise, remain, or even fall. These clauses will allow players to maintain their competitive state very well, try to adjust themselves when their state declines, and think about the terms in the contract when considering a transfer. So it is obviously not enough to spend money to improve the ranking or achievements of the national football team. Then we need to find out whether the internal factors of the players are caused by their lack of effort and motivation. After every national football match, there will be some pithy jingle made up by the players' lack of effort on the field.

3.3 Pressure from Public Opinion

Chinese football players are proud to become national players because the things behind them are the country's honor and the citizens of the country. This is why Li Tie denounced the difference between home court and away after losing. Now in the Internet era, online or social media will have an impact on any industry, the psychological quality of players on the field is directly affected by online public opinion or social media fans. There are always people in society who will question the national football team, and there will be a lot of malicious comments on social media, which will cause great psychological pressure on a player and a blow to their self-confidence. As a result, our players will use various reasons to avoid the conscripted to the national team or refuse the opportunity to play, the most common reason is "family problem", which is not much evaluated by others, and at the same time, it can also achieve the effect of not going to a social media "war" and avoiding becoming the cusp of public comments.

Chinese education believes in Confucian culture and the spirit of fraternity, developing a mindset of not fighting or grabbing and making things small and trivial to solve problems. Rather than like many players in western countries, if they don't play well, they will lock themselves in the training hall or the gym alone to practice their skills and improve themselves. If Chinese football always avoids problems and does not solve them, the prospect of development will be dim. At the same time, the speech in society will also affect the parents of many football teenagers. Sun Jihai, a famous player of Manchester City, which is a Premier League team, once asked a reporter a question in an interview: "how many parents in China are willing to let their children take the path of football?" This is a topic that is worth us to think deeply about. At the present stage, China has a very fair examination system. This system of high school entrance examinations has always been a platform for fair competition between students and which parents think is the best way to succeed. But also because of this, many parents

are deterred when their children enter football school or take the path of football. From the perspective of parents, they certainly hope to strengthen their children as much as possible when they are not adults or do not have the ability to compete in society so that they can stand out among their peers. The reason why parents feel relieved when they sent their child to a public school is that parents can see the dawn on this road, and they also realize more and more class migration through this path. They also hope that their children can further develop on the platform they have built for them, but let's think about it differently, this is the sad place of Chinese football. It failed to bring hope to the Chinese people and let them see the prospects of this industry. Parents do not want their children to take risks, thus neglecting their studies. If Chinese football can change the teenager training system and pays more attention to youth training, the parents of those football teenagers can be given another choice in deciding which road of life should they pick. We don't lack the best fans in Chinese football. What we lack is a lucid path that children can achieve through football.

3.4 Modern Technology and Training Techniques

In the past 10 years, China has developed rapidly in science and technology area, and many self-developed technologies and imported technologies have been fully utilized in the field of football. Advanced technology ensures the quality of football training and the fairness of the game. VAR technology, which first shown in football at the 2018 World Cup, was soon used in the Chinese Super League. VAR technology refers to video assistant referees, which can help referees on the field to replay or determine some controversial actions. When the VAR technology is introduced into the game, it makes the work of Chinese football referees easier and improves the fairness of the game [9]. This shows that China still supports Chinese football in science and technology, and all high technologies will be introduced and used.

When the high school examination compresses students' sports time, the Bureau of education has added a high physical education examination, which allows more people to understand and learn football skills. The main football item in the high school PE examination is dribbling around the pole. This project is often seen in the training of all clubs or national teams. This can fully train students' footwork and touch points to improve their overall football literacy [10]. The Bureau of Education has helped Chinese football to cultivate the interests and hobbies of many students, and has carried out some practical training programs, all these programs were included in the high school examination, so that all students would pay attention to them and find out what they are interested in and specialize in one project. This is a very good starting point, and it also indicates that Chinese football will definitely rise in the future.

4 Conclusion

4.1 Policy Improvement

We should focus on improving youth training rather than producing deceptive or beautiful statistics. What we need is a refined training system. Students who have football expertise

and hope to play football in primary and secondary schools are selected to enter the youth training team in the local city, and systematic technical and physical training is carried out every week. Even if the city is crowded, it can squeeze up a few pieces of training field for these children. After entering high school, some of the students can choose to give up the professional road, or continue the football road and enter the provincial and municipal teenager training camps. During this period, subsidies can be given to each student, because this is a professional road, these children gave up their studies and turned to football. The corresponding salary subsidies are essential. The implementation of this road can improve the quality of youth training, and the number of youth training will continue to increase. Therefore, in the later stage, China needs to improve the youth training, increase the number of youth training, expand the range of enrollment, and give certain treatment.

4.2 Improvement of Salary Structure

The salary of players needs to be given, and it can't be less. If a player trains hard and shows good skills, then he deserves the money. However, the income from advertising and endorsement fee needs to be controlled. The football association needs to grasp a node that can be changed, which not only meets the needs of players and make players work hard enough but also cannot let their salary be too high and stop hard work. The contract between the national team and the club needs to add basic salary and bonus clauses for goals and number of victory, restricting players from laziness, and promoting passion on the field. Domestic players also need to circulate in China, and U23 players need more opportunities. Chinese football is no longer such a simple thing as changing the salary structure and reducing the proportion of players' income at this stage, what we need is to completely solve the current problem, promote the development of domestic players, reduce the loss of funds brought by naturalized players, focus on cultivate domestic players, and appropriately add one or two foreign aid to enhance the strength of the team.

4.3 Control of Unscrupulous Media

Now the internet industry is fully developed. If some headline parties attract attention and induce public opinion, it will have a great impact on the environment of Chinese football. Media reports need to be strictly controlled and examined by the football association and relevant institutions. Some nonsense or malicious reports that smear Chinese football need to be held accountable. Some writers and publishers with serious circumstances should be dealt with by revoking their licenses and titles. We will resolutely and strictly eliminate bad information, and let journalists who attract attention and distort facts stop this kind of bad behavior. Social media comment control will also allow players to concentrate on their skills and understand team tactics. At the same time, players don't have too much worry when playing for their country.

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