

## Using Sports Marketing Method to Construct Value Theory Model

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**Abstract:** Brand value is the most core part of enterprise asset management, and it is also an important symbol that a company or product is different from competing enterprises or products of the same kind. The purpose of this study is to use the Sports Marketing Method to Construct Value Theory Model. In order to gain more influence and purchasing power among consumers, the establishment and promotion of brand value is particularly important. The research method is to consult the classical case materials of sports brand building and marketing, collate a large number of research results of sports marketing and brand equity obtained by relevant researchers, and conduct research based on the theory of brand value model. In this paper, under the background of brand value model, the ideas, strategies and methods of promoting sports enterprises in an all-round way are studied.

**Key words:** *Sports Marketing, Brand awareness, Effect*

### INTRODUCTION

Sports marketing is an activity process that combines the basic principles of marketing with the development of sports industry in order to improve the popularity, sell goods and provide follow-up services. Therefore, sports marketing has become one of the most effective means of marketing promotion and one of the important strategies in modern enterprise management. The role of enterprises in sports marketing is also unanimously recognized. Under the background of global economic integration, if enterprises want to develop in the long run, expanding economic scale is the only way. Because most Chinese enterprises are at the bottom of the global brand value chain, especially sports brands. Therefore, how to use sports marketing means to promote brand internationalization and enhance brand awareness has become the most effective competitive strategy. Therefore, the topic of “the influence of sports marketing on the promotion of brand value” is put forward.

China has just stepped into the sports market, but the sports market in China is not fully mature yet.

China’s sports marketing is still in the “early stage of rapid development”. Compared with the mature sports marketing in the western world and the marketing strategies of transnational brands, Chinese brands are basically at the stage of imitation and reference, and there are still many difficulties to solve. Based on the relationship between sports marketing and brand value, this paper elaborates the strategies of building Chinese sports brand, and analyses the different aspects which influence brand value so as to provide theoretical references for Chinese sports brand to go to the world as soon as possible.

### LITERATURE REVIEWS

#### 1. Relevant Researches on Sports Marketing

In 1978, Advertising Age magazine in the United States first put forward a new concept—“sports marketing”. Since then, sports marketing has been used to describe various sports-related business activities, and in a broad sense, it has two meanings: “sports marketing” and “through sports marketing”,

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the former is to participate in or watch sports events to stimulate potential mass consumption; the latter is to publicize its products through sports events as a carrier. Promotion means to achieve profitability. However, it was Coca-Cola, which has been active in sponsoring various large-scale sports events, that applied sports marketing to market economy for the first time. As long as there are large-scale sports events, there will be Coca-Cola Company. Identifying the value of sports marketing and the unique opinion of sports marketing are two important factors for the company to achieve great success in global sports marketing.

According to American scholar Shank [1], "Sports marketing refers to the application of marketing theories and processes to sports industry-related products or services, including non-sports products that are marketed by means of sports-related elements." In *Strategic Sports Marketing*, Shilbury, Quick and Westerbeek [2] point out that sports marketing is a social management process in which sports industry managers create and exchange product value with other different organizations to meet their own needs. Stotlar [3] put forward that sports marketing is a means for enterprises to design and implement a series of activities in terms of product manufacturing, pricing, promotion and channel design by using some contents of sports activities, with the aim of satisfying consumers and maximizing profits. Conwell, Trost, Spence, Brown and Batch [4] research shows that sports sponsorship marketing is enough to make enterprises widely known and expose enterprises to consumers. It has obvious advertising effect. Compared with traditional media, it also has competitive advantages in cost.

## 2. Relevant theories of brand

Dhami [5] defines a brand as a mark, symbol, term, symbol, name or design, or a combination of them, in order to distinguish a seller or a group of products or services from their competitors. Berry [6] believes that a brand is a name, logo and other display marks. Whether a product or service can be distinguished from other products and services depends on the special logo of the brand. However, this is only a one-sided view of the brand, floating on the surface, and this understanding does not recognize the deep meaning of the brand and the truth behind it. Brand is not only a kind of logo, but also contains a deep-seated culture, a persistent thinking, a unique personality and shrewd consumers, as well as a special feeling given by the public. Kotler [7], a famous American marketing scholar, also believes that brand knowledge is a kind of name, symbol or design, or a symbol composed of them. Its purpose is to distinguish the products or

services of a seller or a group of sellers, and to distinguish the products and services of itself and competitors.

Keller [8] elaborated the concept of "customer-based brand equity" from the perspective of customers. He pointed out that brand equity is the effect of brand knowledge, and customers have different reactions to products. Because different products have different cultural connotations and propaganda means, they will form different psychological feelings in the hearts of consumers and different reactions to different products. In addition, in his works, it also makes a specific elaboration on customer-based brand equity: its formation is that customers have different recognition of the brand, resulting in different purchasing behavior.

Philip Kotler [9], a scholar known as the father of marketing, believes that brand is the product, service and image designed by the company, which occupies a unique value position in the impression of target customers. Brand is an intangible asset that brings profits, reputation and value-added to enterprises. It is an effective weapon to compete with other similar products. Brand bears the recognition of some people to their products and services.

Kaser and Oelkers [10] believes that the purpose of sports marketing is to enhance brand value, so as to establish the strong position of the brand, and enterprises can rely on brand to expand the market and enhance sales, which are the requirements of brand strategy. Therefore, sports marketing should serve brand strategy. Sports not only provides consumers with a platform for entertainment, but also enables enterprises to use planned sports marketing activities to link their brand image with sports, forming a win-win situation.

## METHODOLOGY

The author consults the classical case materials about sports brand building and marketing, collates a large number of research results of sports marketing and brand equity obtained by relevant researchers, combines the marketing practice of sports industry, makes a scientific and reasonable analysis of them, and then builds a model to analyze the relationship between brand equity and sports marketing, and at the same time, the author learns the operation of research methods in this field. The main conclusions of this paper are obtained.

## RESULT ANALYSES AND DISCUSSIONS

1. The Process and Principle of Sports Marketing to Promote Brand Visibility

### 1.1 Basic process

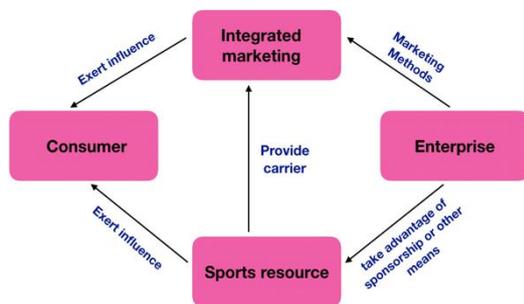


Chart 1: The process of sports marketing enhancing brand value awareness

The most direct means of sports marketing is to attract consumers' attention and enhance brand awareness through product publicity. [11]. The Olympic Games, World Cup and other professional leagues and other global sports events have far-reaching impact on the world. When the event is held, enterprises use reasonable means to promote their brand, and use sports stars and other sports resources to make their brand become the focus of attention. It is also an effective means of brand promotion. At this time, the focus of sports marketing is to make full use of selected sports resources, integrate various marketing communication methods, and attract consumers' attention [12]. Advertising marketing, as an important part of the enterprise's overall marketing strategy, is increasingly affecting the implementation effect of the whole marketing strategy in the information age. How to integrate the beneficial resources and achieve the best results, so as to improve the brand awareness of enterprises, is the first link that enterprises need to consider. These resources include: by sponsoring sports competitions, enterprises can obtain the rights of setting up display boards around the competition site, naming the names of the events directly, and promoting them in the name of the events; by sponsoring sports groups or sports stars, they can make use of their tremendous influence to carry out business activities; by virtue of the high enthusiasm of consumers to participate in certain sports events, they can carry out various kinds of activities. Flexible and diversified promotion; sponsor related sports reporting media, using their strong publicity ability and a large audience to promote the rights of enterprises and brands. In this process, enterprises must attach importance to the role of the media and make use of all the opportunities that can combine the media with the relevant sports undertakings.

### 1.2 Basic Principles

Generally speaking, the main principles of this stage can be summarized by the model of advertising, that is, the four psychological processes that advertising acts on customers. The content of the process is as follows: firstly, advertisement attracts customers' attention, and makes customers' psychological activities point to and focus on the advertisement in many things around them; secondly, after a series of information processing of the advertisement content, customers become interested in the advertisement; thirdly, customers have the desire and motivation to buy goods; finally, they implement the action of purchasing goods [13].

Nowadays, brand can't be separated from commercial competition and market. There are many ways to expand brand through resource integration or cooperation. For example, endorsement, sponsorship or joint development of product lines have become common in recent years. As one of the most well-known ways of resource integration, endorsement links the reputation of a public figure with the brand value, temperament and concept that the enterprise is trying to convey, so as to enhance consumers' perception and memorization of the brand. In addition to inviting public representatives, sponsorship is also an effective means to effectively convey the brand connotation and enhance brand value. For example, according to its own brand connotation and target consumer groups, an enterprise can effectively get more attention by choosing a name for an activity in a certain industry field, or publicizing the image of the brand and the products of the brand as the supporter of the project, thus effectively enhancing the brand value.

### 1.3 Basic Characteristics of Sports Marketing to Promote Brand Visibility

#### 1.3.1 Initial Stage of Sports Resources Utilization

At this stage, the main goal of the brand is to enhance its popularity, so as to promote sales and win a place in the market. Therefore, sports marketing at this stage is more to use the influence of sports resources on consumers, trying to promote brand contact with consumers through this influence. At this time, the brand awareness is low, consumers' recognition of the brand is low, and the brand image and spiritual and cultural connotations have not been established [14]. If we dig deep into the inner spiritual and cultural connotations of sports resources, it is easy to attract consumers' disgust. On the other hand, if we dig deep into the inner spiritual and cultural connotation of sports resources, it will increase the related costs, such as the more complex and longer time of shooting advertisements, which greatly enlarges the success of sports marketing and

occupies the resources urgently needed to enhance brand awareness.

1.3.2 Consumers are passive participants and have little interaction with enterprises.

The brand itself is in a relatively low brand awareness stage, so it is not recognized by consumers, and there is no subjective will to be accepted by consumers. Different brands and product information make it difficult for consumers to follow. In this case, consumers are less likely to participate in the interaction with new brands and enterprises. Enterprises can only use the sports resources to promote brand and product contact with consumers as much as possible to attract consumers' attention. For this reason, enterprises can only adopt large-scale media dissemination and promotional activities. Enterprises are the theme of sports marketing in this stage, while consumers are only passive receivers. All these reasons make sports marketing at this time lack of interaction with consumers.

## 2. The Process and Principle of Sports Marketing to Promote Brand Association

### 2.1 Basic process



Chart 2: The process of sports marketing enhancing brand value image

Completed the first stage of the goal of sports marketing makes the brand gradually known by consumers, with a certain degree of visibility. At this time, the brand value is still at a low level and needs to be further strengthened. According to the positioning theory mentioned above, if an enterprise wants to gain certain advantages in the fierce market competition, it must create a distinctive, impressive image for its brand, and vividly convey this image to consumers. Only in this way can an enterprise gain advantages in the target market and target customers. Therefore, the goal of sports marketing in this stage is to establish a unique brand association for enterprises. Enterprises are still the main body in this stage of sports marketing, but at this time, enterprises begin to pay attention to consumers'

psychological induction and demand for marketing activities, begin to dig deep into the inherent sports essence of physical resources and the fit of brands, strive to integrate brand personality with sports resources personality, and convey this personality to consumers, focusing on sports culture and brand culture, enterprise culture. In order to create a unique brand image in the minds of consumers, we should pay attention to the construction of brand personality when shaping a positive image of the brand. This unique brand image can enhance customers' self-image, role status, group ownership and Self-distinguishing consciousness, and make them feel higher customer surplus value. In addition to sports resources obtained through various sponsorship, enterprises began to organize various sports competitions and public welfare activities containing sports elements themselves, and began to create marketing resources that accord with brand characteristics for themselves in an active manner.

### 2.2 Basic Principles

Compared with other marketing methods, the biggest advantage of sports marketing is that it can represent a healthy, positive and upward spirit. This unique spirit and connotation is a common language, which is accepted and welcomed worldwide. This spirit is often required by brand connotation or image. Once a brand is considered to have these connotations, which can reflect the cultural connotations of sports and brands, the brand is easy to be welcomed. Enterprises establish the tradition of brand by finding the cultural combination point between enterprise brand and sports resources, and combine sports culture, enterprise culture and brand culture to form unique brand association. Compared with other brand associations, this brand association often has advantages. This cultural connotation can be transformed into a positive image of the enterprise, and brand association can be established to attract consumers.

### 2.3 Promoting the Characteristics of Sports Marketing of Brand Association

#### 2.3.1 Starting to Explore the Deep Connotation of Sports Resources.

Deeply excavate the connotation of sports resources to meet consumers' spiritual and cultural needs for brands. The cultural connotations of these sports resources excavated must be consistent with the connotations of the brand strategy, reflecting the unique connotation of enterprise brand power, attracting the attention of consumers, and keeping in line with the values of the public, so as to help arouse the resonance of consumers and establish a positive brand image in the hearts of consumers. At the same time, enterprises should keep pace with the times in tapping the connotation of sports resources, keep positive while meeting the trend of development.

There are also many ways for enterprises to tap the connotation of sports resources, which will change with the development of sports marketing and produce more effective methods.

2.3.2 Enterprises and consumers began to have some communication.

When the brand has a certain popularity in the market and occupies a certain market share, consumers begin to pay attention to the brand purposefully and collect information about the brand marketing activities of enterprises. Especially when the enterprise combines the brand with the sports resources that consumers pay attention to, it is easier to attract consumers' attention. Consumers themselves are interested in the sports marketing of enterprise sports products. A large part of the reason for their interest is also the spiritual enjoyment brought by sports resources. When enterprises excavate sports resources from a deep level and combine the intrinsic spirit of sports resources with brand characteristics, it is easier to arouse the resonance of consumers. It will also enable them to respond positively to the sports marketing activities of enterprises and feel the charm of enterprise sports marketing positively, so as to continuously strengthen the image of brand in the hearts of consumers. After the positive response of consumers, enterprises will continue to strive to improve the level of enterprise sports marketing and give full play to the advantages of sports resources more thoroughly, which makes enterprises form a preliminary interaction between sports marketing and consumers, brand value is gradually strengthened, and brand has formed a unique image in the minds of consumers.

2.3.3 Public welfare marketing has become an important means of promoting brand image in sports marketing at this stage.

The so-called public welfare marketing is the marketing mode of business promotion of corporate social public image by means of sponsorship, donation and other public welfare means. Public welfare marketing embodies all the advantages of enterprise promotion. The commonwealth of sports marketing means that enterprises use the commonwealth way to carry out sports marketing. In a sense, this form of sports marketing also belongs to the commonwealth marketing. In modern society, sports itself has surpassed sports and become a public welfare undertaking. Sports is an important means to improve the quality of national health, so sports are the needs of the public, so sports marketing needs a certain element of public welfare. The initial way of sports marketing is the sponsorship of sports events or athletes, mainly the sponsorship of funds and sports equipment, which has a certain degree of public welfare. But this kind of marketing method is single, the commerciality in the process is too strong, the advertising expression

way is too direct, relatively speaking, the public welfare is much worse, consumers see little social benefit from it, so it is easy to arouse their disgust. Sports marketing of modern enterprises has begun to realize this point. They have begun to subtly weaken the commerciality and properly improve the public welfare in sports marketing, which can not only effectively reduce costs, but also improve the exposure rate. Corporate organization of public welfare sports marketing, not only easy to achieve the purpose of sports marketing, but also can serve the public, well fulfill corporate social responsibility, in order to improve brand value and connotation.

### 3. The Process and Principle of Sports Marketing to Promote Brand Loyalty

#### 3.1 Basic process

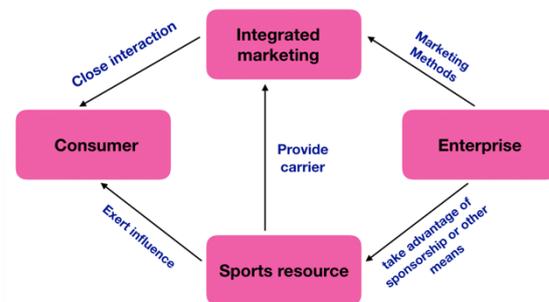


Chart 3: The process of sports marketing enhancing brand value loyalty

Generally speaking, brand loyalty can be regarded as an attitude and behavioral expression of personal preferences. It is believed that brand loyalty refers to the strong willingness of customers to buy products and services they prefer for a long time, as well as the actual repeated purchasing behavior of customers. It reflects the possibility of a customer moving from one brand to another, especially when product prices or related characteristics change. In order to maintain high brand loyalty in the marketing process, sports enterprises must attach importance to interaction and communication with consumers and establish a stable relationship with consumers. Enterprises will use relevant sports resources to attract consumers to participate in brand marketing activities, in order to obtain their views on the brand, and actively respond. At the same time, enterprises will consciously disseminate brand information and preferential activities in the process of consumer participation, deepen the relationship between corporate brand and consumers, and maintain and enhance brand loyalty. Enterprises often encourage and organize consumers to actively participate in group organizations, interesting activities, competitions or public welfare activities established

by enterprises relying on certain sports resources, so that consumers who participate in these forms can enjoy the new products and services of enterprises preferentially or preferentially, while assisting the development of sports resources, consumers can experience and receive them [15]. Touch the brand and respond positively to their experience feedback and suggestions.

### 3.2 Basic Principles

With the accumulation of the first two stages, the relationship between brands and consumers has been basically stable, but it needs to be constantly maintained and strengthened. Modern sports resources have become more and more abundant, and have noticed the interaction with the broad audience, coupled with increasingly advanced sports industry management methods and communication technology, sports resources and target audience interaction are stronger. They make use of the interaction of sports resources to establish and maintain a close relationship between enterprise consumers and enterprises and brands, which makes consumers rely on and even believe in brands, and improves their loyalty to brands and actively promotes the development of brands. At this time, not only enterprises, brands and sports resources have formed a benign interaction, but also consumers have been pulled into this interaction. They understand each other and influence each other. They constantly enhance brand loyalty, but also promote the development of the whole enterprise and sports resources, and enhance consumer value.

### 3.3 Sports Marketing Characteristics of Promoting Brand Loyalty

#### 3.3.1 Frequent communication between enterprises and consumers

In this stage of sports marketing, enterprises have become equal participants in sports activities as consumers. They appear in the process of sports marketing with a personified image, and strive to attract consumers to participate in sports marketing activities. In this process, enterprises also actively provide consumers with a variety of conveniences to participate in, and in the process of activities everywhere reflects the attraction of the brand. It not only shortens the distance between the two sides, facilitates the active communication between consumers and enterprises, but also helps to enhance the understanding of both sides, and facilitates the formation and deepening of the close relationship between consumers and enterprises and brands. Enterprises are no longer just focusing on their own ideas, but pay more attention to the feedback of consumers. Consumers have become the core of sports marketing. Enterprises begin to try their best to cater to consumers while maintaining the brand concept. Many famous sports brands will set up their

own micro-blog, through which they can communicate with consumers about some hot sports issues, attract consumers' attention, and then publish various marketing activities about products, and actively respond to consumers' various problems. At this time, the communication between the two sides is not only limited to mutual understanding, but also includes consumer suggestions and praises for the brand, as well as changes that enterprises and brands actively make for consumers.

#### 3.3.2 Enterprises began to entertain sports marketing

According to the definition of "entertainment" in communication, it is a process in which things appear with more prominent inflammatory, lacy and stimulating contents or images than usual, in order to reach close to the masses, form emotional resonance with the masses, and attract the attention of the target audience [16]. For a long time, people have been accustomed to interpreting "higher, faster and stronger" as a narrow and overflowing elite sports spirit. However, with the increasing enthusiasm for participating in sports, sports have more and more influence in modern society, which makes the idea of "emphasizing participation" advocated by modern society. Sports resources are also beginning to have entertainment characteristics, in order to continuously increase their marketing value. Entertainment spirit can not only promote the participation of Oriental sports, but also enable the public to better experience the passion of sports. At this time, the public has not only been the audience of sports, but also tried to become the participants of sports, and consumers actually use these events to release their sports passion when watching sports competitions. Therefore, through entertainment sports marketing can produce interaction with the audience, and this interaction is an important link to enhance brand affinity. This inevitable blending of entertainment and sports has a great role in promoting consumer loyalty to the brand, which makes sports marketing at this stage pay more attention to the elements of entertainment. Enterprises not only begin to cooperate with the entertainment nature of some sports resources to increase the fun of sports elements, but also organize sports activities by means of entertainment through their own resources, so as to achieve the purpose of sports marketing [17].

#### 3.3.3 Sports marketing has become a common method for enterprises to enhance brand value

After a series of sports marketing operations, enterprise brand has gradually gained a certain popularity. In the minds of consumers, it has also formed a healthy and personalized image. It can interact with consumers frequently, and the higher the brand loyalty of consumers. These effects of sports marketing need to continue to use sports marketing to maintain, and the characteristics of sports marketing are favored by enterprises. To

maintain brand loyalty, ensure and improve brand value, enterprises need to use sports marketing as a common method of sports marketing to constantly use. Therefore, sports marketing in this stage will become an important part of enterprise marketing strategy, can effectively cooperate with the overall strategy of enterprise marketing, and constantly promote the development of brand [18].

#### CONCLUSIONS

As an important part of the long-term strategic development of sports brand enterprises, sports marketing strategy is an important means for enterprises to improve their core competitiveness. As a mature business model, sports marketing in the true sense is not only limited to a simple public relations activity, but also an organic integration of sports marketing, corporate brand culture and marketing resources from the height of long-term strategic development of enterprises. Sports brand enterprises should make full use of their own sports marketing advantages, Further to enrich marketing strategy of enterprises, maximize the use of enterprise sports marketing resources, and achieve maximum profits.

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