

Study on the Influencing Factors of Brand Loyalty in Guangdong

Huanran Tan

North Bangkok University, Bangkok 10220, Thailand.

Abstract: At present, the competition between various sports goods brands is becoming more and more fierce, and the way of competition is no longer just the competition on profit, but increasingly tends to high-end competition. In the current market environment where many consumers have more choices and gradually increased brand awareness, enterprises should not only retain consumers from the product aspect, but also establish a long-term relationship with consumers and maintain the loyal consumers of the brand. College students are the main force of the future social development and economic development, and an important group in the sports goods industry. Their sports consumption level is related to the development of sports-related industries, and the brand selection behavior has a very important impact on the formulation of brand marketing strategies and the solidification of product customer groups. This study depends on the theory of sports marketing, brand loyalty, discusses the reality of sports shoes brand loyalty, analyze the relevant factors affecting brand loyalty, for sports shoes brand enterprises in the brand, maintain consumer brand loyalty provide valuable reference, and help to develop a more effective marketing strategy, enhance the competitiveness of domestic sports shoes brand.

Keywords: Brand Loyalty; College Students; Sports Goods; Brand Development

1. Background

Sports shoes development history is short, with the rapid development of economy and the continuous improvement of material living standards, more and more people began to realize the importance of sports, fitness, followed by the rapid development of sports shoes brand industry, however, with China's reform and opening up and globalization process, many foreign sports shoes brands gradually occupy Chinese high-end market such as adidas, Puma, Andemar, Reebok, Nike, etc., while Chinese sports shoes brand is still in the lower stage of global sports shoes industry, in the face of such industry competition pressure. China's sports shoes brand industry, only on the basis of the unique sports shoes industry, from the study of consumers' intention to buy sports shoes, can have the opportunity to break the foreign sports shoes on China's sports shoes market almost monopoly state, so as to grasp the initiative of the sports shoes brand market. In recent years, with the increase of the public's enthusiasm for participating in sports, the expansion of the sports consumption market, and the continuous improvement of people's quality of life, the public's selection of sports products has increased, and the requirements have become increasingly stringent. In today's highly competitive consumer market, customers for the cost gradually increased, the enterprise's competitive environment with the expansion of the market will be more difficult, sports consumption has gradually by the product oriented to the brand orientation, how to cultivate and enhance brand loyalty is a concern on the problem of the industry, it is of great significance to promote brand development.

2. Research objectives

Analyze the influencing factors of consumers.

What are the factors affecting the purchase intention of consumer sports brands, and what are the effects?

How to help sports shoe brands to improve consumers' loyalty to themselves. What are the specific measures?

3. Range of study

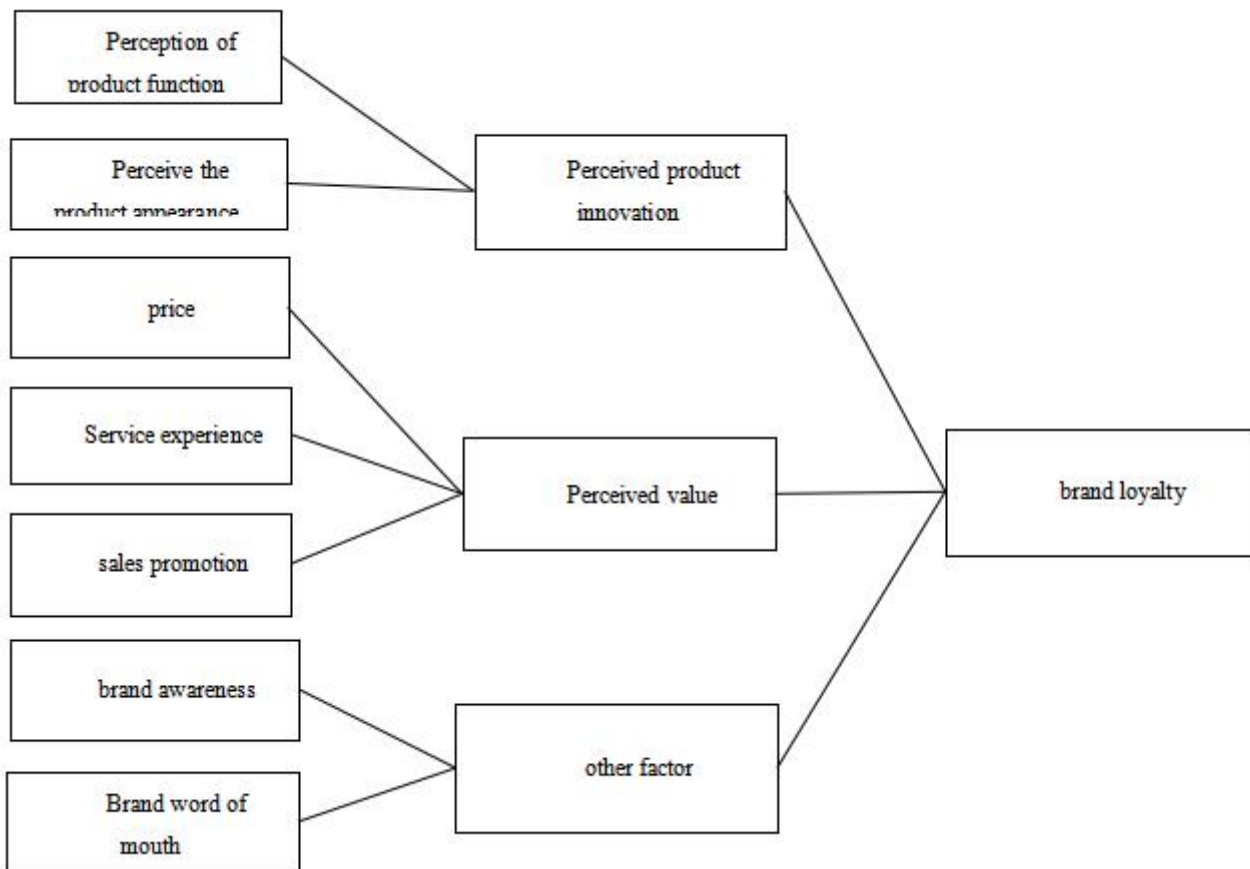
3.1 Significance and value

At present, the competition among various sports goods brands is becoming more and more fierce, and the way of competition is no longer only the competition on profit, but increasingly tends to high-end competition. In the current market environment where many consumers have more choices and gradually increased brand awareness, enterprises should not only retain consumers from the product aspect, but also establish a long-term relationship with consumers and maintain the loyal consumers of the brand. This paper by investigating the reality of Guangdong college students sports shoes brand loyalty, analyzes the relevant factors affecting brand loyalty, for sports shoes brand enterprises in the brand, maintain consumer brand loyalty provide valuable reference, and help to develop a more effective marketing strategy, enhance the competitiveness of the domestic sports shoes brand.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Guangdong region, mainly from consumers in Guangdong region. The scope of sample collection is limited to Guangzhou city in Guangdong region.

4. The conceptual framework of the study



5. Theoretical principle

The American psychologist Hertzberg (Fredrick Herzberg) put forward the two-factor theory, also known as the "incentive — health care theory". He divided the relevant factors in the operation process of an enterprise into two kinds: satisfaction factors and dissatisfaction factors, which he believed are the core factors affecting employee performance. Based on this, scholar Zhang Nanxu (2021) proposed the research framework of brand loyalty of college students' sports shoes. Scholar Zhang Yuqing (2022) measures the perceived product innovation through two dimensions of perceived product function innovation and perceived product appearance innovation, and comprehensively measures the brand loyalty through two aspects of attitude loyalty and behavioral loyalty. Perceived

product innovation will affect customer perceived value and brand loyalty, customer perceived value will affect brand loyalty, and product involvement will adjust the relationship between perceived product innovation and customer perceived value, perceived product innovation and brand loyalty, and put forward a theoretical model. According to Rogers (1951), people act in a way that maintains or promotes their self-concept. Scholar Ou Xia (2017) put forward the relevant theoretical model accordingly.

6. Correlation studies

For brand loyalty, foreign countries have been paying more attention to it. Therefore, foreign scholars have also conducted research on sports brands from multiple angles and aspects for a long time, with a wide range of research scope and various research perspectives. Most scholars start to study the definition of brand loyalty first, and gradually extend it to the influencing factors of brand loyalty. For the definition of brand loyalty, Lamb, Mair, Assae, Henry and many other scholars have discussed and studied the definition of brand loyalty from different angles and different aspects in different ages. The "brand continuity theory" (1923, Copeland) is considered the earliest study of brand loyalty, arguing that there is a clear continuity in the way consumers buy for different brands. Hammond et al. (1996) believe that brand loyalty is the trend of customers to buy a certain brand repeatedly, and it is a measurable behavior pattern that has a direct impact on the sales results of the brand.

Conclusion

With the growth of economy and the improvement of people's education level, more and more people tend to exercise to improve their physical quality and mental outlook, which thus drives the strong demand for sports shoes market. In the research, it is found that the perceived product function innovation, the perceived product appearance innovation, the price, service experience, promotion, brand awareness, brand reputation and other factors can enhance consumers' brand loyalty. The brand quality of the product consists of two aspects, one is the objective quality of the product itself, the other is the quality feeling that the brand brings to consumers. Promotion activities also have a certain impact on the brand loyalty of college students' sports shoes. Regular promotion activities will promote the consumption of college students' consumers, and they can also produce purchase behavior when they have no purchase plan, which will rapidly increase the turnover of the brand in a short term. By establishing a good brand image, build good brand reputation, can improve the college students consumer brand recognition, brand awareness to promote the high degree of brand awareness, and a high degree of brand awareness means the high status in the minds of consumers, it can improve the brand purchase rate, positive evaluation of sports shoes brand, reduce the cognitive risk of consumers of sports shoes brand formation, and improve college students' consumer loyalty to sports shoes brand.

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