

Research Article

Study on the Development of Sports Nutrition Green Brand

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Abstract: This study proposes the strategy thinking and suggestions for the development of China's sports nutrition industry as follows: The development of China's sports nutrition starts from elite sport, the overall positioning of China's sports nutrition industry emphasizes on niche markets. With the development of the economy, the market demand is shifting from niche market to mass market. China's sports nutrition industry should make strategic adjustment and facilitate industry development by changing market positioning from elite athletes to mass consumers. Based on different needs of different groups, China's sports nutrition industry should enhance the development of functions of sports nutrition by long-term continuous investment; build wholesome service system of sports nutrition in improving health; develop and import the technologies and equipments of food quality supervision and regulation. The companies in sports nutrition industry should put more energy in promoting new concepts and technologies of sports nutrition, letting more consumers accept the brand-new value of sports nutrition.

Keywords: Development mechanism, green brand, sports nutrition

INTRODUCTION

China has changed from the surviving stage to developing stage. In developing stage, the demand for life quality has increased, more and more people are participating in sports, thus new challenges has presented themselves in the development of sports nutrition industry. This study uses research methods such as literature research, field research, case study, comparative study and others, in depth analyzes China's sports nutrition industry.

First, the market demand of China's sports nutrition industry is insufficient which is caused by: while the income level and the structure of consumption change, the number of people who actively participate in sports especially those who pay to participate in sports has not increased; people who participate in sports have vague knowledge and recognition of the functions of sports nutrition; the supervision and regulation of food safety are not strict enough. Second, the number of the suppliers of sports nutrition in the market and the size of sports nutrition market are relatively small (Anon, 2013). Compared with developed countries, the categories, the number and the quality of sports nutrition still need to be increased. Third, from perspectives of market concentration rate, barriers to entry and products differentiation, the current market structure of China's sports nutrition industry is oligopoly. However, accompanied by the increase of number of competitors in the market and the

expand of the market size; the market structure will shift to monopolistic competition.

Fourth, the experiences of western countries in research of sports nutrition, successful marketing strategy and strict governmental supervision and regulation will provide important reference in the development of China's sports nutrition industry.

Overview of green brand: It is a competitive choice for an enterprise to implement green brand strategy in a surplus economy and sustainable development era (Rosenbloom and Coleman, 2012). The current researches on green brand focus in providing enterprises with procedural green branding strategies from the point view of brand management and green marketing (Pendergast *et al.*, 2011). This approach overlooks the essence of green branding and its institutional environment. Drawing on previous researches as references, the study probes the development mechanism of green brands in food industry from the point view of the paradigm of choice cost of brand economics, taking the green certification institutional analysis as the emphasis, integrating the analyses of green brand consumption and green brand decision and by ways of comprehensive utilization of economic analytical methods (Fig. 1). The aim of the study is to improve the institutional environment of green brand development and help more enterprise build competitive green brands.

Green brand is a brand more environmentally friendly than traditional ones. Environmentally

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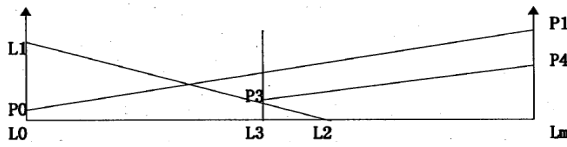


Fig. 1: Competitive relation

Table 1: Demographics (n = 111)

| Subscription to NCM'S | % |
|--|-------|
| NCM | 93.70 |
| Sport NCM | 10.80 |
| Pediatric NCM | 45.90 |
| Work with athletes, recreational athletes, or active individuals | |
| Yes | 50.50 |
| No | 49.50 |
| Working title | |
| Registered dietitian (RI) | 90.80 |
| Dietetic technician (DTR) | 0.00 |
| Student | 6.10 |
| Educator | 1.00 |
| Health professional | 2.00 |
| Description of Practice | |
| Clinical nutrition | 78.60 |
| Private practice | 14.30 |
| Food service | 6.10 |
| Community nutrition | 16.30 |
| Academia education | 7.10 |
| Other | 8.20 |
| Primary clientele | |
| High school athletes | 32.10 |
| College athletes | 17.90 |
| Elite athletes (Professional) | 3.60 |
| Recreational athletes | 92.90 |

friendliness have characteristics of credence properly and accord to the paradigm of choice cost of brand economics, green brand is a tool to improve the believability and reduce the choice cost of green consumption. Perfect third-party green certification can improve the believability of green signal to green consumers, improve product's green brand categoricity and reduce the choice cost of green consumption. Effective green certification systems are the institutional base for green brand development and a green brand is a brand with authoritative green third-party certification in practice and is a coalition of green certification club brand and certificated corporate brand (Anon, 2012). Game analysis shows that, a serious of collective action dilemmas from the club attribute of green certification defect the perfectness of third-party certification institution. The believability of green certification signal is low, the promotion of green certification is short and there is competition between different green certification schemes. All these factors lower the green brand categoricity of the green certificated enterprise, increase green consumption choice cost, lower the effectiveness of green certification institution. Strengthening governmental regulation of green certification and building club brand and reputation of green certification body can help to improve the quality of green certification signal, establish a credible green certification scheme, fully play the indicative role of green brand and bridge green consumption and green production.

Green brand analysis: Green brand consumption choice behavior analysis shows, green and consumption is more likely a frequency probability behavior and consumers' green product purchase frequency choice factors influence green product concept purchase model is provided based on the analysis of frequency. A green consumption survey is conducted in some cities in Shandong Province and the ordinal choice probit model is used to analyse the factors influencing green product purchase frequency and the result shows that, the surveyee's income level, environmental protection action willingness, green product certification recognition-adoption ratio, green product quality evaluation and green product recommendation are the crucial factors influencing green product purchase frequency and consumption. Survey results also shows, the surveyees believe more in the third-party green certification than other green branding approaches and green certification plays a unique role for consumers in green certification and low purchasing; the surveyees' awareness of green and not evenly distributed, the promotion of certification schemes are deferred by their competition between different certification schemes confuses most of consumers and increases their choice cost. The study believes that green consumption is an adaptive learning process and consumers can learn to increase the purchase of green products. For enterprises, choosing and passing credible and authoritative green certification and displaying it fully to consumers will help them to improve green brand categoricity and lower green purchase choice cost.

Model: Industrialization and the development of modern agriculture provide a huge material wealth and bring about issues such as resource exhaustion and environment pollution, too. Those issues threaten the existence and development of human society. We must lead the future economic environment and social activities down to a continual development road. Green food is the foods which are following the sustained development principles, produced on the basis of specially designated production patterns, recognized by the special mechanism and with the permission of labeling green food for their pollution-free, safety, high quality, rich of nutrition (Table 1). The development of green food in China has three stages: infrastructure stage; speed up stage; all-round advancing of socialization, marketing and internationalizing stage. With the improvement of the consumption level, the dietary views of our people are changing, from stomach-stuff to paying more attentions to nutrition and health. That means those pure natural, free of pollution foods are a good grace. Strengthening the development of green food production is favorable to improving the agricultural product quality, expanding export trade, increasing peasant's income level. That is an orientation in present time for our country to modify agricultural structure, too.

Corporate green branding decision is also analyzed. Optimum decision models are established to delineate enterprise greenness choice. The models show that governmental regulation is the main force to drive ordinary enterprises to fulfil true greening strategy. As for the brand reputable businesses, in addition to governmental regulation, the risk of brand reputation loss from false greening will prohibit them from using conventional for green products. Though the greenness of reputable brands may not be high, they are more likely to take real green strategy than ordinary small and medium enterprises. For green certification scheme establishers and operators, it is of utmost impotence to keep the attractivity of the scheme to reputable brands. This study also analyzes the factors influencing corporate to choose green third-party certification schemes and gives some delines. A survey on Green Food production enterprises is conducted to understand current green branding status. Result shows that, the main driving force of fulfilling green branding strategy is to improve sustainable competitiveness and enlarge market portion and green branding is a self-choice behavior to exceed governmental regulation; enterprises rely firstly on the adoption of third-party green certification, then advertising and other ways to build green brands; enterprise green certification adoption presents a certain regularity in the order, for management certification, from the ISO9000 quality management system certification to HACCP certification and then to ISO14001 environmental management system certification step by step for cost or procedural reasons and for green product certification, there is a weak certification order from Harm-free Agricultural Product certification to Green Food certification and then to organic to cost and safety; the surveyed enterprises mostly adopt part certification according greening strategy, few of them register product brand solely for green and governmental regulatory agency inspection, frequency of certification is very low, that means product; the body green monitor manufacturing enterprises are almost totally dependent on conscious motivation to move beyond the mandatory action space. While this situation also gives the enterprises opportunistic.

Brand certification: Green certification is also of characteristics of credence property. The outbreak of industry-wide quality accident gives us opportunity to test the effectiveness of green certification. This study probes into the melamine contamination accident in dairy industry in 2008 China, takes the inspected dairy enterprises as sample, use quantitative analytical method and test the effectiveness of relative green certification schemes (Goston and Toulson Davisson Correia, 2010). The result shows the ISO9000 and

HACCP schemes have no significant effect in reducing the contamination and the ISO14001 scheme increases the contamination risk. The collective failure of the management system certification schemes shows that China's certification and accreditation monitoring needs further innovation (Phillips *et al.*, 2012). The government should lose no time to straighten the certification bodies to promote certification to assume responsibility for social regulation and to build green management systems and green products systems with enterprises. For green brand seeking enterprises, it is of great importance to deal with the relation between quality and development and control infra-industry expansion impulse; not only abidenational coercive standard strictly but also adopt true greening strategy and establish strict quality control and process systems; provide high quality green product product, improve green brand category, lower green consumption choice cost and gain win-win of green and development through green competitiveness improvement and market share expansion.

A case: Since 2008, Hubei has been decisive in the fitness business, sports publicity has been the call of the CPC Central Committee continued to progress effectively with. Hubei sports-related sector and related industries in the following the "Olympic Glory" After the great cause, but also in the "scientific outlook on development" into the great banner of "Quality Physical Education", "life sports"-related activities in the past, in order to "Eleventh National Games" for the development of an opportunity to meet people's growing demand for physical fitness as a starting point, the relevant departments to create a working platform of solidarity and cooperation, based on the current, long-term plan to seize the typical focus, the implementation of good sports-related activities and related industries to increase the propaganda effort to create a good development of Hubei sports competition and public opinion atmosphere. Related to the sports industry in Hubei Hubei sports development and improve the image of the great contribution made.

Literature review of statistical studies, respectively, at home and abroad the number of sports nutrition literature and analyzed the market of sports nutrition food situation. The subjects were people in Hubei bodybuilding, bodybuilding coach, a major consumer of young people and led the sports coaches of candidates, sports nutrition food marketing staff and so on (Table 2).

This method of literature surveys, questionnaires, discussion visit law. This method is mainly based on the survey questionnaire based, respectively and the 2010 session of bodybuilding sports people do candidates for systematic investigation and analysis.

Table 2: Best, worst and standard deviation

| Need for sports nutrition information | % |
|--|-------|
| Personal interest | 71.10 |
| Client interest | 63.90 |
| Likelihood to use a sports nutrition formulary | |
| Very likely | 50.60 |
| Somewhat likely | 40.00 |
| Somewhat unlikely | 8.20 |
| Very unlikely | 1.20 |

Fitness and training from their current situation, the use of sports nutrition status and their tendency not to buy sports nutrition survey done, the other for the health club and university sports coaches do counseling students related to access, understand their sports nutrition view of the market and sports nutrition foods and related marketing companies to do the relevant department of the staff and made a summary of the status of investigations, given the post-exercise nutrition food development in Hubei Suggestions: organize the food and physical fitness sports nutrition forums, the development of industry standards, promote scientific and reasonable fitness nutrition healthy living ideas; the development of relevant industry organizations, professional management policies and institutions, increase long-term input; organization of professional team sports dietitians Populations of different health systems guidance and instruction; strengthen safety supervision, to ensure the safety of the Far East and so on nutrition recommendations. I emphasize again in this community will combine advanced, effective and available means in the development process itself of the accumulated experience in Hubei Province to further the development of sports nutrition can do something.

This study will and its marketing, analyze the basic concepts and features of sports nutrition food analyze the current situation of Hunan sports nutrition food marketing, analyze macro and micro marketing environment of Hunan sports nutrition food, analyze consumptive psychology and behavior of sports nutrition food and clarify the kinds of consumers of sports nutrition food and their different features. On the basis of above analysis, this study will analyze the objective and subjective effectual factor to the consumption of sports nutrition food and determine the segmentation and positioning of the sports nutrition marketing and will propose the solution for the problem of sports nutrition marketing. Lastly, this study will give some advices from the viewpoint of government, enterprise and consumer on the basis of the comprehensive analysis of some actual examples.

CONCLUSION

In this study, the government should conduct system reform to ensure orderly competition and healthy development of sports nutrition industry by supervision and regulations, for example, build sports nutrition company credit alarming system and risk evaluation system, regularly publicize the list of qualified sports nutrition products and companies, continuously modify the national standards of sports nutrition. Fifth, the association of sports nutrition should play a better role in industry development, by effective communication with government departments, the association should promote the set-up of sports nutrition supervision, regulation and examination system and national public nutrition examination and evaluation system, modify and improve the association standards of sports nutrition, implement scientific and effective manufacture regulation of sports nutrition, facilitate the popularize and introduction of sports nutrition to the public and ensure the rights and benefits of consumers.

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