

Research Article

Research on the Development Route of Internationalization Brand of Sports Nutrition Food

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Abstract: In this study, it takes the interpretation of internationalization brand of sports nutrition food as the cutting point, by means of explaining the difficulties that Chinese sports nutrition food brand encountered at the present stage to explore the route of realizing the internationalization brand of sports nutrition food. With the rapid development of Chinese economic growth, the brand of Chinese sports nutrition food is also facing the fierce global market competition.

Keywords: Global competition, internationalization brand, sports nutrition food

INTRODUCTION

Under the dual functions of Chinese rapid economic development and the market scale, the brand of Chinese sports nutrition food got improved greatly from the aspects of quantity and strength. At the same time, with the increase of the number of brand sports nutrition food, the competition between Chinese internal market brands is becoming more and more intensive, which put forward the internal and external requirements on the internationalization brand of sports nutrition food (Wind, 2006).

MATERIALS AND METHODS

The interpretation of the internationalization brand of sports nutrition food: The international chemists Lawrence (2000) thought that internationalization referred to a process that an enterprise increased or decreased the international operation. While internationalization itself is a gradual process rather than a target; including the following the four big characteristics: the introversion and the extroversion; the interaction between the internal and the external; the degree of internationalization as well as the increase or decrease of the scope.

The domestic scholar Wei Fuxiang thought that the internationalization brand is using the same brand to develop different markets, which is a brand management strategy, namely, using the same brand with the same name, logo, packaging and advertising to extend the expansion of different countries and regions, so as to reduce the operation and marketing costs, which is caused by different marketing strategies during the process of internalization of the brand.

After summarizing the literature of internationalization brand, combining with the current

situation of internationalization brand of Chinese sports nutrition food, this study thought that the internationalization brand can refer to the brand development from the domestic to the abroad, then entering into the international market, acquiring consumer's acceptance in the international market.

There are three channels for selling food products with internationalization brand namely, overseas sales, capital output and output of the intangible assets.

Overseas sales refers to the products or services are sold in foreign countries, which is the primary stage of internationalization brand, generally speaking, the usual brand needs to pass through this stage in the process of internationalization brand. Many brands test the reaction of the brand in the foreign market through overseas sales to determine whether it can enter a certain foreign market.

Capital output refers to the internationalization brand is through setting up overseas factories, including the proprietorship and joint ventures and so on. In this way, it allows the brand to enter the foreign markets on a larger scale during the process of internationalization brand.

The output of the intangible assets is the highest form of internationalization brand, it refers to taking the brand assets as the basis for developing internationalization brand, through the brand authorization, international cooperation and other forms (Riesenbeck and Freeling, 1991). This is suitable for the brand with strong power p, such as Coca-Cola, KFC, etc., (Fig. 1).

The dilemma of Chinese sports nutrition food encountered in the process of internationalization brand: The consciousness of setting up a brand for Chinese sports nutrition food is late. After the reform and opening up, the foreign advanced ideas of market

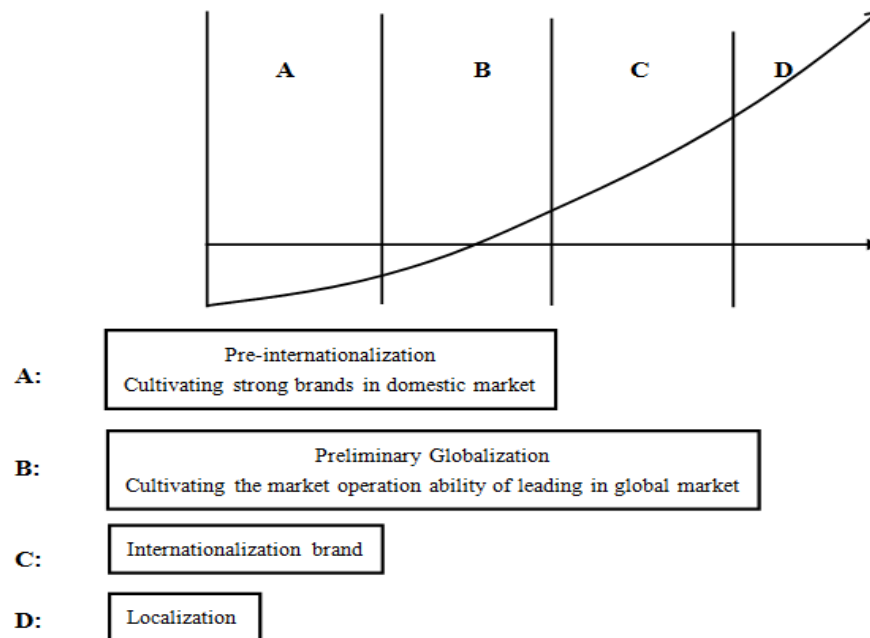


Fig. 1: The stage of brand development

was very popular in the Chinese market under the economy environment background, in the case of facing the huge market pressures, Chinese food enterprises are beginning to realize that only setting up brand can it save the enterprise, therefore, setting up brand began to be put on the agenda, hoping to enhance the soft power of enterprises through the road of setting up brand, so as to implement the target of developing enterprises (Hsich, 2002).

However, with the production efficiency of Chinese sports nutrition food enterprises increased, enterprises mainly put focus on sales, while food safety is gradually being ignored, leading to more and more Chinese food safety crisis in recent years. Food safety has directly affected the brand image of Chinese sports nutrition food in the market, the emergence of food safety crisis, not only caused huge economic losses of tangible assets for enterprises, but also led to the intangible assets of brand damaged, causing brand trust crisis, which is a great threat for internationalization brand.

The food industry as a traditional industry, it has strong localization. During the process of Chinese food internationalization brand, the intercultural communication conflict is obvious. There are a lot of intercultural communication conflicts during the process of Chinese food internationalization brand, among them, the intercultural communication conflicts caused by food safety crisis mainly include the three different aspects: differences in food culture between China and foreign countries, the stereotype impression caused by frequent crisis, the differences for Medias to spread crisis.

Differences in food culture between china and foreign countries: Because of the speciality of Chinese traditional culture, it resulted in the strangeness for the international market to Chinese food, therefore, internationalization brand has some obstacles in a certain degree. If the product's role is to bring consumers the value of using, then the value of brand is to let consumers have different feelings, while the feelings are depended largely on the consumer's culture background. Therefore, the cultural difference has very important influence on the internationalization brand. Based on the different cultures, there are big differences in the choice of brand names, methods of promotion and advertising and brand management, there is big cultural difference between the international market and domestic market, the road of internationalization brand will encounter more difficulties.

The own barriers of food enterprise: Since 30 years of reform and opening up, the brand of domestic food developed rapidly, which gradually formed a lot of excellent brands. According to the list of 2011 China Top 500 Brands announced by the world brand laboratory, the food and beverage industry is still the most selected brand of the industry, totally 82 brands are selected, accounted for 16.40% of the total number of the selected brands. It showed that Chinese food brand after years of development already have a certain brand strength. However, the frequent food safety crisis in recent years also showed some internal problems of Chinese food industry, which had seriously restricted the internationalization of Chinese food brands, including the problems of the exported food quality

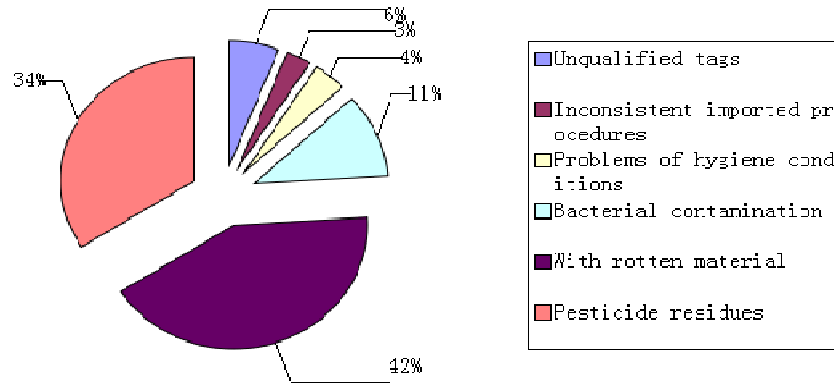


Fig. 2: The reason why America detained Chinese food in 2013

(Fig. 2), the market positioning of food brand is not clear, the transnational crisis communication capability is insufficient.

The international food market positioning is not clear: Although some Chinese sports nutrition food brand have got the economic strength with the internationalization, because of food brands in China still belong to the labor-intensive industries, which is lack of talents who can master brand internationalization, as well as the scientific methods in the process of food internationalization brand. It led to the positioning of Chinese food brands do not make positioning plan according to the customers' special demands from the international market, which made brand be lack of culture connotation, there is no differentiation between the various brands, when food safety problems happened, these products that are lack of cultural connotation and cultural identification are easy to be replaced by the other products in the market, which can have a serious impact on the internationalization brand of sports nutrition food.

RESULTS AND DISCUSSION

National strategy for the implementation of internationalization brand of sports nutrition food: China food brands with the stereotype impression without guaranteeing the food security problem is difficult to go out of the country. In order to improve the international image with the quality and safety of Chinese food brand Chinese, it is necessary for the state administrative departments to have a thoroughly reform on the image of Chinese food industry as a whole. In the process of reforming, it can learn the successful experience from Asian countries so as to build national brand, which also can learn from the national brand strategy of Canadian food (Douglas *et al.*, 2001). The implementation of the national food brand strategy needs to upgrade the standard system of Chinese food security and regard it as the foundation, only with good food quality as the assurance, can it have more product

support and audience support with the national publicity food brand. National food brand strategy refers to the system about the national food brand authentication, identification, publicity, management from the whole country to build their own food brand and make them a set. During the process of the implementation of Chinese national food brand strategy, it can learn from the implementation of Canadian national food and agricultural product brand strategy. The implementation of the national food brand strategies, on one hand, it can eliminate the negative understanding from the international market towards Chinese food brand, on the other hand, it can also promote Chinese food and agricultural products in foreign trade, so as to improve the international competitiveness of Chinese food industry.

Strengthening the self-discipline function of food industry association: In order to play the self-discipline function of food industry association in the aspects of food safety, it is necessary for food industry association to recognize the status of food safety supervision from the laws and regulations, granting the food industry association with the executive power to have self-discipline supervision on the food safety. At the same time, it should reduce the regional restrictions of food industry association, so as to make the food industry association better serve the enterprise, as well as the food industry market. Finally, in order to improve the reliability of supervision and management of food industry association in the food safety, it is necessary for the existing food industry association to expand the detection technology as well as industry safety standard.

Strengthening the consciousness and strategy of transcultural management: In the process of the internationalization brand, sports nutrition food enterprises should transfer the traditional monoculture management concept to the understanding of the enterprise with multicultural differences. Recruitment should be in the world scope so as to select outstanding

employees, which can make the company break the nationality and geographical restrictions to select the outstanding management personnel, which can contribute to the establishment of transnational culture, at the same time, it also can select talents to participate in the daily management in the local market, who can have in-depth understanding about the local market culture, which can reduce cultural myopia and improve the reaction ability of local demands.

Perfecting the national security system to improve the internationalization brand of sports nutrition food: First, the formulation of strict and scientific national food safety standards can enhance Chinese sports nutrition food with its confidence towards international market. Secondly, following the examples of the other countries, implementing brand strategy, which belongs to Chinese national food, so as to cultivate positive originated country effect of Chinese sports nutrition food brand. Finally, in view of the existing domestic and international food safety crisis, the mechanism of governmental public relations for crisis should be improved, which can reduce food safety crisis negative impact on the national food brand. These three processes need the dominative lead from the state government departments, which can have sustainable development and achieve effective result through the cooperation supported jointly by the food industry association and the food production enterprises.

CONCLUSION

In the process of internationalization brand of Chinese sports nutrition food, food enterprises should adapt themselves constantly to the food safety standard of the target market under the background of the imperfect domestic food safety standards. After the production technology and detection technology achieve a higher level, through developing higher local food safety standards to export food products, so as to spread the safe and good quality information with Chinese products, which can establish a positive image with its food safety in the consumer's mind in the international market.

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