

Research Article

Food Marketing and Management of Mass Sports Games

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Abstract: It is a new development concept for the current food marketing to promote the enterprise's food marketing by means of mass sports games. In this study, with an overview of the sports marketing, it analyzes the present situation and the existed questions of Chinese sports nutrition food marketing, putting forward the implementation strategy of food marketing and management of mass sports games.

Keywords: Food management, food marketing, mass sports games, sports nutrition

INTRODUCTION

In today's highly competitive era, enterprises are faced with the changing external environment and different competitors. The enterprises stand with the need of developing themselves, considering how to make reasonable use of sports marketing to achieve the desired objectives, which needs to have creative understanding towards sports marketing (Coulson *et al.*, 2001).

The interpretation of sports marketing: The concept of "sports marketing" is originated in the west, firstly appeared in 1978 in the United States, in a magazine called Advertising Era, sports marketing is used to describe the various commercial promotion activities related to sports (Pyne and Gleeson, 1998). Since sports marketing is based on the fact that the enterprises have influence on their own products' consumers through accepting the spectators and the participants of sports, so as to meet the enterprises' original intention of sports marketing. Enterprises take advantages of social influence of sports resources in the modern social life as well as the positive images, so as to establish good social images of enterprises, improve enterprise's brand awareness, improve the enterprise's public relationship, increase the enterprise's sales of product, so they combined the product, brand, the image of corporation and culture and son on with sports resources ingeniously, making full use of the other marketing communication tools with integration marketing to achieve the goal of the enterprise's marketing (Brday *et al.*, 1979).

Sports marketing are a part of marketing; therefore, it has the common feature of the ordinary marketing. However, the market of sports as a special market, its marketing activities should be fully considered about its particular aspects.

MATERIALS AND METHODS

Soft penetration: Sports itself is a media, which has the dual advantages. After realizing this point and fully understanding that sports is a kind of media, it can develop and use its own value of sports as a media. Sports are a bridge between the organizers and the audience, after offering sports sponsorship from the enterprise, sports acted as a bridge that is naturally built up between enterprises and consumers. Sports can condense with the same or similar interests of audience, which can play the most basic role communication like bridge, shown as Fig. 1.

With wide coverage and strong pertinence: The campaign of large sports games and the charm of sports game itself can attract a great deal of attention from people, especially the propagation through a variety of media, which can make the sports events carry out three-dimensional spread at different time and place, constantly expanding the attention from different groups, therefore, the surface of sports marketing is broad, the amount is large with strong pertinence. As more and more audience put focus on sports, thus increasing the exposure of the products with sports marketing can make the products become the so-called well-known products for the consumers, so as to improve the market share and sales performance as well as achieve the marketing purpose of sports marketing.

Emotional communication: Sports is a bridge for the emotional communication between enterprises and consumers. It can obtain good communication effect to sponsor high ratings sports events or the most popular sports team or athletes, organize sports activities so that consumers can participate in sports activities. The spirit that sports contains such as: aggressive, self-challenge, the spirit beyond physical limits can have positive influence on consumer's psychology. Enterprises can seize the consumers' emotion on sports to go on

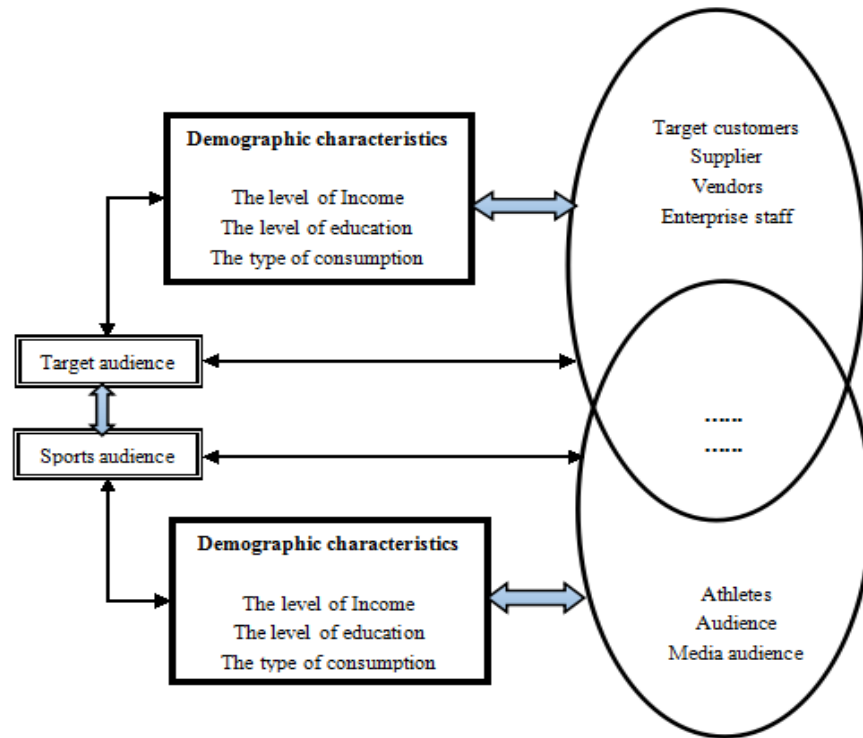


Fig. 1: The audience of sports marketing

marketing, which is a common method used by foreign enterprises to make the marketing plan and seize the consumer's psychology to communicate with them and lead consumer's emotion, so as to resonate with consumers.

Integration advantages: Making full use of various resources as much as possible to carry on marketing activities, which is the advantage of integration (Hultman *et al.*, 1991). Through sports marketing, it can effectively integrate sports resources, media, government departments, enterprises, products, channels and consumers together to become a communication platform for the enterprise. Around the sports resources, advertising, public relationship, road show activities and so on can be combined into a unified voice to express the same brand positioning and convey the image of the brand image. During the process of marketing communication, making full use of the advantages of sports resources can command the overall situation.

The present development situation of Chinese food marketing in sports marketing: With the improvement of the domestic living standard, people has paid more and more attention to exercise and nutrition, how to make people realize the effects and advantages of sports nutrition food, how to occupy the market at a faster rate and achieve the leading position, these are the focused problems for manufacturers of

sports nutrition when they consider about the food marketing strategy (Bradford, 1976). However, it should be the sunrise industry that can provide support for people's health, but because the market consumption environment is not mature and the firm desire for seizing the market opportunities, influenced by the mood of dominating the market and gaining high profits, the industry of sports nutrition food appeared signs of disorderly competition with dangerous trend.

The existed problems in Chinese food marketing: Nutrition food has more functional characteristics than general food, besides having sense of satiety, taste and other basic elements, it has "nutrition" function, only with "food" features and "nutrition" function, can it realize its value. At present, food safety is controversial and attracts more attention, the nutrition food marketing must firstly take the responsibility of morality, honesty, so as to prevent the industry of sports nutrition food from being into a disorderly competition and morbid development at the beginning. As for sports nutrition food, on one hand, it should guarantee the sports nutrition function, at the same time, it should make the marketing with "nutrition".

At present, the problems of food marketing in sports nutrition market can be summarized as follows.

Quality: Sports nutrition food as a kind of food that can affect people's health directly, the quality should be the most important thing. But the current situation is, many

products are tagged with the sports nutrition food labels, while the essence of them cannot play the function of health care or sports nutrition, the faked products are abound everywhere, even some poor quality goods existed, which not only had no nutritional function, but also can cause damage to the consumption of the body. Many manufacturers simply used the name of sports nutrition food as speculation gimmicks, in fact, it is unworthy of the name.

Advertisement: We can see from the earlier advertisement of the health products, the leading health care products marketing is not focused on the effect, but on the advertising bombing on consumer groups. The main function of sports nutrition food is in recovery after exercise and promote physical exercise effect, but in the advertising, it often exaggerated its function.

Price: Manufacturers often take advantages of the new term of sports nutrition food, by causing the curiosity of the consuming groups, they rise up the price, taking advantage of people's psychology that price and quality is directly proportional, causing consumers to regard sports nutrition food as advanced health care products and causing the illusion that the effect of it will be

higher than the general health care products, so as to make more profits. It can be said, for the sports nutrition food that is still in the early development, the demand of the market, the pursuit of the consumers, the encouragement policy and so on, all of which can provide a special environment for the marketing. While such environment must make the marketing situation be trapped into the strange circle of blindly pursuing high profits.

RESULTS AND DISCUSSION

The implementation strategy of food marketing and management of mass sports games: According to the process planning of sports marketing, the target system of food's sports marketing should be based on the enterprise's own internal and external environment with full investigation and understanding, including the development situation of the industry, the status of competitors, the enterprise's own strengths and weaknesses and soon (Fig. 2).

Deep cooperation with television media: The cooperation between sports and media can be traced back to 200 years ago, the existence of sports greatly

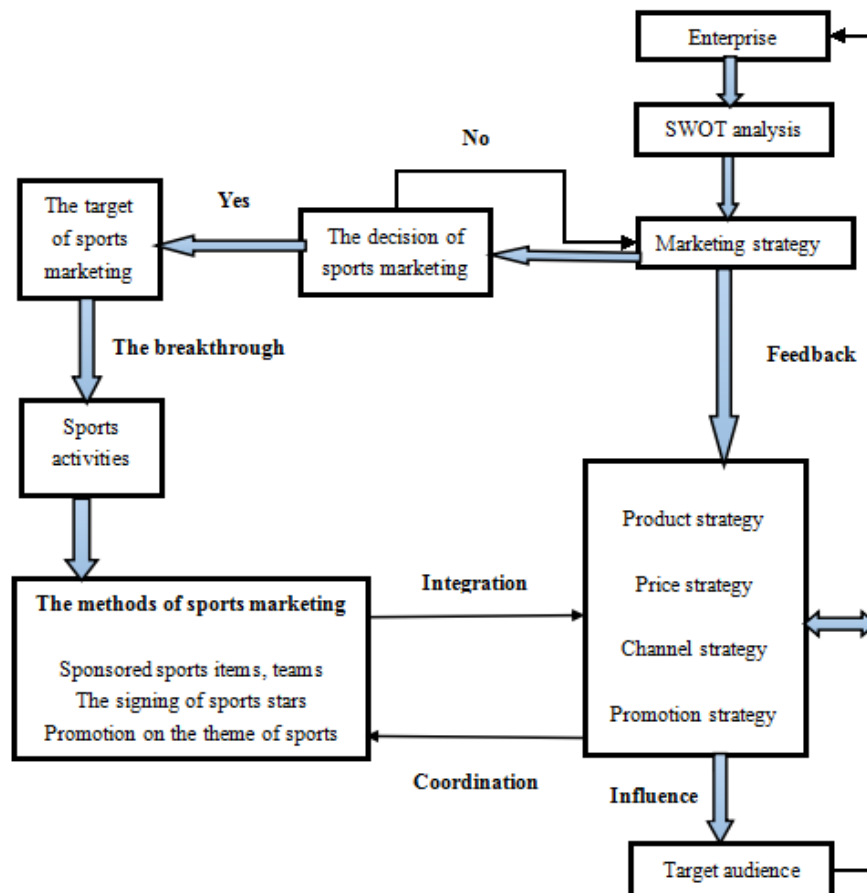


Fig. 2: The flow chart of sports marketing

enriched the content of media, especially TV media. At the same time, the spread of television media on sports show has increased the degree of concern and the beauty of sports project itself, television media has promoted these projects, which made more audience understand and actively participate in sports, so as to promote and expand the influence of sports in the world. Therefore, the deep cooperation marketing strategy of sports market is inseparable with television media. Such as Mengniu Group officially formed a strategic partnership with CCTV5 on June 2006, the two parties will use its own resources in their respective fields and jointly promote the development of China mass sports. The marketing activity of Mengniu "city to city" combined with public marketing, entertainment marketing, event marketing and other marketing methods fully to integrate together, regarded sports as each link and made it become an organic whole, which can ultimately provide service to maximize marketing effectiveness. Thus, the marketing strategy of sports market cannot separate from the deep cooperation with television media.

The implementation of differentiation strategy: Because most of enterprises will develop sports marketing with some major sports events, the performance of sports marketing of the enterprise is concentrated highly before and during the match, the excessive concentration of sports marketing is too much, the noise is too large; in addition, the marketing form of the current domestic enterprises in the implementation of sports marketing is too single and convergent, which is lack of creativity, all of these will greatly reduce the effect of sports marketing. For example, with the 2008 Beijing Olympic Games approaching, many food and beverage sponsors choose this kind of marketing mode, namely, "sponsorship + advertising + offering lottery to win Olympic tickets" and advertising appeal is rather the same, thus the consumer's attention and participation enthusiasm is not high, the marketing influence is weak. In order to improve the marketing effect, show itself in the numerous implementation of sports marketing enterprises, food and sports marketing must go with differentiation route. Trying to find difference in the marketing period, creative commercials, public campaigns and marketing methods.

Contacting with the target market, strengthening the connection between consumers: One of the unique features and advantages of sports marketing is that it has the ability to contact directly with the target market. Sports game is a natural place in consumer's psychological mind, enterprises can contact with consumers closely through the sponsorship of sports, sports advertisement, sports public relations and other forms of contact, then they can make close

communication with consumers. The high-grade sports and the star effect of athletes can cause various attention from different social levels, because the sports marketing can make advertisement be without blunt and appearing isolated, which can skillfully use the public sight, without over advertising, but also make the enterprise's public image and brand have deeper recognition, sports marketing can achieve more effect with breadth and depth than that of enterprise only by means of advertising. Because the sports sponsor can obtain many other aspects of care from the sports organizers such as more reception tickets, which will greatly facilitate sponsors to conduct public relations activities by using the popularity of sports events. For example, each time, the Olympics Games is a good opportunity for Coca-Cola to go on its public relations, during this period, Coca-Cola Company will invite thousands of customers and partners to visit the Olympic Games, so as to improve the relationship with partners and customers.

CONCLUSION

With the continuous development of Chinese sports industry, it is more and more understandable and acceptable for Chinese enterprises to achieve food marketing and management by means of new marketing methods with the help of mass sports games. Although many domestic enterprises have deviation for the understanding of sports marketing, but with the relative research of sports marketing, the understanding towards sports marketing will be constantly revised. It is believed that the enthusiasm of Chinese enterprises to participate in sports marketing will be higher and higher, the breadth and depth of the participation will continue to be enhanced.

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