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Investigation on the Current Situation of the National Fitness Activity Brand Project in Shanghai

Haipeng Du *

Physical education Department of Shanghai Maritime University, Shanghai, 201306, China
*** Corresponding author Email:** duhaipeng1976@163.com

Abstract: Through the investigation of the current situation of the national fitness activity brand project in Shanghai, this paper finds the problems in the organization and management, project content, brand value, explores the reasons, and puts forward scientific feasible suggestions on how to inherit, innovate and develop the national fitness brand project with Shanghai characteristics. For the masses to develop and innovate more abundant, more scientific fitness programs, for the sustainable development of the existing brand projects to provide ideas. Moreover, the formation of brand projects to a certain extent also sets an example for the development of national fitness sports in areas with relatively backward economic development level.

Keywords: Brand Project; National Fitness; Present Situation.

1. Introduction

To carry out a variety of mass sports and national fitness sports, it must be supported by the project brand. At present, the development of national fitness activity brand projects in China is relatively backward and has little effect, which restricts the quality and level of national fitness to a certain extent. Brand refers to a quality forged by an organization after long-term hard work and scientific exploration, symbolizing quality and credibility. Brand is an intangible asset, but it can also be converted into tangible assets, in the process of this transformation, the brand value of the organization is continuously improved, and the scale of the organization can be developed.

A set of data in the 2021 Survey Communiqué on the Status of Physical Activity of Urban and Rural Residents in China is worrying: "fitness walking" and "running" have become the most "popular" projects for Chinese people participating in physical exercise, accounting for 62% of the total population. In the questionnaire survey of the fitness population in Shanghai, the results show that 85.7% of the fitness people believe that the brand research of national fitness activities should be carried out, and they generally reflect that the current national fitness projects are few and low in technology, and the increasingly diversified, quality, and life mass sports needs are no longer compatible, so social sports urgently need to solve the problem of lagging development and innovation of national fitness activity brand projects.

2. The Purpose and Significance of the Study

2.1. Provide Reference for the Development of National Fitness Activities in Shanghai

In the new situation of all rivers run into sea in Shanghai, Shanghai people's spiritual civilization and material civilization life is a new step, in the development of the national fitness activities, urgently need some brand project to guide people to scientific exercise, and the formation of the brand project to a certain extent also for economic development level is relatively backward areas of the development of the national fitness campaign set an example.

2.2. Provide Reference for How to Inherit and Innovate the Existing Fitness Brand Projects and Develop and Promote New Brand Projects

Carefully study the development process of national fitness in Shanghai, summarize the law of the development of fitness programs, and put forward scientific and feasible suggestions on how to inherit, innovate and develop the national fitness brand project with Shanghai characteristics, and develop the national fitness brand project with Shanghai characteristics.

3. Research Methods

3.1. Literature and Data Method

By searching all the Chinese and English catalogues through the school of Physical Education, consulting the literature and monographs on community sports and national fitness activities related to this topic, to provide theoretical basis and foundation for the research method, content and writing of this topic.

3.2. Questionnaire Survey Method

A sample questionnaire survey was conducted on the participants and managers of the "One District, One Product" event in all districts of Shanghai, estimated 6000, including the basic content and development of the fitness brand project.

3.3. Interview Method

Through oral conversation, I asked the interviewees about the development and promotion of some brand projects in Shanghai, and the interviewees were sporting administrative departments and community sports staff.

3.4. Mathematical and Statistical Method

3.5. Logical Analysis Method

4. Study Results

4.1. The Organization is Imperfect and the Management System Lags Behind

Premier Wen Jiabao once pointed out that "a brand is very important for the competitiveness of a country. In the future, an important indicator to measure a country's competitiveness in the world is how many well-known brands it has in the world. "The brand has been promoted to the level of national competitiveness, which has an important strategic significance. And the launch of any brand must be organized to carry out standardized and institutionalized promotion, and then scientific, legal management, so that the brand will have vigorous vitality. Shanghai current national fitness activities project development and promotion units to the specific operation is led by some sports association, often the development of a project and the promotion of a project cycle is relatively short, in such a mode of the so-called "brand", its development speed is also dazzling; look at the side overnight, between January, a year, the so-called "brand" like spring up, make the sports managers dizzy, make the sports market overwhelmed. However, so many brands are not really in the market for a long-term or long-term in the market to maintain fresh, a careful look at the current domestic fitness programs in the brand can last for five years is not many. A survey was conducted on the organization and management ability of the units to develop and promote the national fitness activity brand in Shanghai. The statistical results are shown in Figure 1:57% of the respondents think that the organization is not perfect and the management system lags behind. Only 10% thought it was good. The reasons for the above situation also reflect the lack of understanding of the brand operation due to the operation of the brand, resulting in abnormal brand operation and finally shortening the life cycle of the brand.

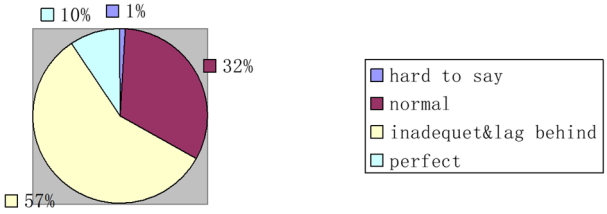


Figure 1. Investigation of organization and management system

4.2. Brand Projects are Rich and Colorful, But the Combination of Fashion and Tradition is not Enough

China's national sports projects are rich and colorful, which provides the basic conditions for the development and innovation of national fitness activities. In the fitness garden of the 21st century, with the rapid development of the socialist cause with Chinese characteristics, sports, with its unique connotation, plays an increasingly important role in people's social life. In Shanghai, such an international metropolis, the national fitness programs are even more colorful. For instance:; Older people practice tai Chi together at a community fitness site, Young people pursue fashion to the street; men and women to the park into the sports dance, Yangko dance, high-paid staff out of commercial behavior to the bar test darts, fox ball, play billiards; the brave with the spirit of exploration into the rivers and lakes to diving, surfing, water skiing, dragon boat racing, To the mountains can go to rock climbing, bungee jumping, mountain exploration, wild survival; car owners into the field to race cars; more flying to control the hot air balloon, paragliding enjoy the fun of free flying in the blue sky; in the city park, campus, Children on BMX, roller skates and skateboards; even into the home, A variety of home fitness and online intense e-sports are also quietly in a variety of fitness programs. With the theme of "Implementing the" National Fitness Regulations "and welcoming the Healthy and Harmonious World Expo", the 14th Shanghai National Fitness Festival will once again form a national fitness brand fever in the city. The results of a sample survey of some participants showed that 87.3% of the respondents thought that the fitness activity brand items were rich (as shown in Figure 2). In this group, another 90.1% believe that the combination of tradition and fashion is not reflected in the existing brand projects.

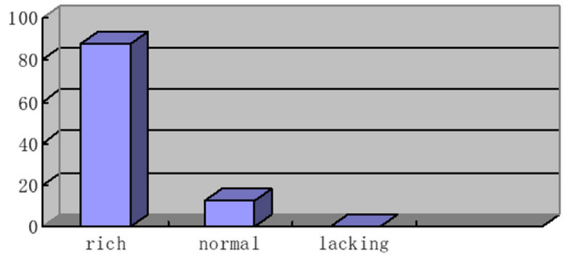


Figure 2. Satisfaction survey of the fitness crowd on the current fitness program varieties

4.3. The Brand Communication Value of Different Projects Varies Greatly

The value function of brand communication is the basis of the investment value of national fitness activities. If a project does not have strong brand communication value, it will be unable to spread its own brand, sponsored brand and product information. Use value and exchange value are the essential attributes of goods. The premise of a good national fitness activity project becoming a commodity is to make it have use value. Audience or sponsors are willing to watch or participate in the project or directly sponsor the event held in the fitness crowd, indicating that it has exchange value. The exchange value of physical activity is reflected through the use of value. There are two kinds of use value of physical activities: ornamental sex and transmission function. Therefore, the use value of the brand is different. In the investigation of fitness people participating in fitness projects, it is found that some projects have a good mass foundation and attract a large degree of social attention, such as Mulan Boxing, Shanghai Yangko, and various ball games. In some projects, the number of participants is small, such as homing pigeon flying, model airplane exhibition and so on. This also reflects that the difference in the communication value of the brand fitness programs positioned in Shanghai is relatively large.

5. Cause Analysis

5.1. Weak Brand Awareness

Many local governments engage in national fitness activities "emphasizing quantity over quality", focusing on temporary activities and ignoring the long-term development of activities. Some regions have held good national fitness activities, but they lack publicity and packaging, and do not build well according to the brand. Overall, there is a lack of awareness of brand building.

5.2. Blindly Follow the Trend and Brand for the Sake of Creating a Brand

As a brand must have its uniqueness and connotation, some regions in order to implement the spirit of the national documents on national fitness, put forward the idea of building a brand, and put forward evaluation methods and some policies, financial support, but some so-called brands are for participating in the selection and getting support, lack of the connotation of the real fitness activity brand. This is also the irrational behavior of some government agencies creating brands in order to implement the document, and there is blind follow.

5.3. Lack of Brand Continuity

Continuity is a fundamental characteristic of brands, and some brand activities often cease for some reason after a few years. If there is no long-term planning for the creation of the event; The content of national fitness activities is single in form and has not changed for many years; Change or departure of the main organizer and person in charge of the event; lack of human, financial, material and other resources support; Lack of cultural connotation, incompatible with the lifestyle of the masses, etc.

5.4. Lack of Cultural Heritage or Local Characteristics

The national fitness activities in many places have not properly explored the local cultural traditions and customs, etc., and integrated them into the national fitness activities to enhance their vitality and development momentum.

6. Conclusion and Recommendations

6.1. Improve Organizational Structure and System Construction to Shape Fitness Brand Awareness

The brand building of national fitness activities is a systematic project that needs to be implemented in accordance with certain steps. At present, the national fitness brand elements are not perfect, and a special organization needs to be established to be responsible for the brand building, management and maintenance of national fitness activities to ensure the sustainable development of national fitness activity brand projects. For example, the national and local municipal sports bureaus take the lead, relying on colleges and universities to carry out theoretical research on brand building, and establish a special agency responsible for the brand building, promotion and implementation of national fitness activities. Introduce evaluation standards and implementation measures for national fitness activity brands.

6.2. Combine the Main Government Projects with Market Operation Projects to Strictly Control the Quality of Fitness Brands

The government attaches importance to and increases investment in strengthening the brand building of national fitness activities, and must adhere to the path of party leadership, government departments taking the lead in organizing and guiding, and the masses actively participating in it. The government should increase investment in the national fitness brand project respected by the masses, give financial guarantees, achieve special funds and unified management, and ensure the smooth and regular development of mass sports activities. Carry out scientific guidance and strengthen the improvement of the organization, and provide practical brand services for the groups participating in the activity project.

6.3. Popularization Projects Combined with Personalized Projects to Reflect the Unique and Distinctive

logo of fitness brands Choosing projects suitable for the exercise of the population in the region is a major foundation for the brand building of national fitness activities. The selection of national fitness activity brand projects should consider the scientific, popular, entertainment, fitness, regional, sustainable development and other characteristics of the project, especially highlighting its local characteristics. Develop brand projects according to regional resources sports, geography, culture, political economy, Olympic champions and other advantages.

6.4. Build a Fitness Brand Modernization, Promote the Combination of Traditional Project Mining and Fashion Project Creation

Combine regional resource development with national fitness activity brand building, integrate the construction, development and sports resources of culture, tourism, infrastructure and other resources in the region, carry out bundled development, transform a single national fitness activity project into a comprehensive diversified project, pay attention to market-oriented operation, enrich brand building content, enhance influence, and transform the advantages of resource integration into the driving force of national fitness activity brand building.

6.5. Strengthen the Shaping of the Communication Value of Fitness Brand Projects and Give Long-Term Vitality to Brand Projects

The continuation of the brand benefits from the size of the popularity, and through some communication means, it promotes the promotion of brand awareness, which plays an important role in creating the brand. For example, cultivate and build a professional team and promote the brand; Mobilize all sectors of society to participate in the brand building of national fitness activities, such as sports clubs, industry associations, non-governmental organizations and some spontaneous organizations to participate in brand building, and witness the brand with their own practical actions; It can also be promoted through sponsors, through the news media, the Internet, etc., to enhance brand awareness and maintain vitality.

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