

# Research on Sports Footwear Brand Image Based on Service Design

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**Abstract:** Brand image is very important to an enterprise. Brand image has a huge impact on customers' consumption behavior, especially in the consumer industry. Brand image affects the sales of goods. Consumers are more inclined to choose companies and products with good brand image. This paper summarizes the current situation of domestic shoe-making enterprises, and systematically analyzes service design and brand image, and puts forward the value of service design in improving the brand image of sports shoes.

**Keywords:** Service design; Sports shoes; Brand image.

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## 1. Introduction

With the continuous development of the social economy and the improvement of the income level of residents, the focus of Chinese residents in the consumption process is not only on the price. The brand image of a company is very important. A good corporate brand image can effectively help companies survive in a fierce market environment (Cai Mingfang, Lin Congzhe, & Xu Yongyi, 2020). For example, Li Ning, a famous sports brand in my country, relied on precise brand positioning and a brand-new brand image to win consumer recognition under the siege of internationally renowned brands and achieved great success (Ganquan, 2005); the quality of the brand image plays a decisive role in corporate profitability (Du Qinying & Chen Lihong, 2020). Since my country's reform and opening up has been in line with the world economy, the per capita income of residents has increased significantly, and their living standards have been greatly improved. The actual economic growth has greatly stimulated residents' purchasing psychology for various commodities and goods, resulting in a lack of interest in commodity types, comfort, appearance, and word-of-mouth. There are stricter requirements on product image, which also stimulates the attention and attention of various merchants to brand image.

## 2. Domestic shoe-making enterprises found the status quo

As the indispensable necessities of daily life, shoe products are becoming more and more stringent with the development of the economy. Consumers are picky in terms of shape, appearance, color, comfort, brand image, and social recognition. As the core component of residents' basic necessities of life, shoe manufacturers are extremely representative in reflecting the social status quo. According to its material characteristics, my country's shoe industry mainly includes four categories: leather, cloth, rubber, and plastic. Driven by economic and technological development, the processing techniques of the four categories of shoe industry learn from each other and infiltrate each other, and the quality and sales volume compete and impact each other. All aspects of promoting shoe products are changing with each passing day. Throughout my country's shoe-making industry, the

cluster effect of the shoe industry is obvious and the regional characteristics are prominent, forming four major shoe-making bases in Guangdong, Zhejiang, Sichuan, and Fujian, respectively forming high-end shoes, low-end shoes, women's shoes, sports shoes, etc. As the cluster center of shoes, the four major shoe-making centers have opened up a development path in line with their own characteristics, whether it is OEM production or self-created brands, and sports shoes are deeply loved by Chinese consumers for their comfort and convenience. In recent years, with the rapid development of my country's shoe industry, international shoe brands are also impacting the domestic market and occupying part of the domestic shoe market. This impact has forced domestic shoe companies to start creating and designing their own shoe brands. After the development in recent years, my country's shoe-making enterprises have entered the stage of large-scale development. The types of footwear industry are developing towards the direction of subdivision, colorful design and diversified models. Humanization, rejuvenation" direction of development.

## 3. Service Design and Brand Image Research

### 3.1. Service design

#### 1)Service Design Concept

Service design is developed from the integration of many disciplines such as management, sociology, anthropology, finance, economics, etc., so it has the characteristics of multi-disciplinary convergence, and therefore its definitions and concepts in different disciplines are different, and no matter what kind of discipline or research, the vocabulary of user experience, creation and innovation, and service of service design concept are all high-frequency vocabulary. It can be seen from this that the ultimate goal of service design concept is based on innovation and creation Improve the user experience and realize the operation process of user praise (Zhang Chao & Yin Xianghua, 2022).

#### 2)Service Design Principles

The concept of service design follows certain principles and standards, but the conclusions given by different researchers on the principles of service design are different. The current service design principles that are more recognized in the industry are the five principles proposed by Mark and

Jacob in 2011, including user-centeredness, collaborative innovation, orderliness, tangibility, and integrity (Goel et al., 2022). Then, in practical research, they found that the five principles were not enough to meet the industry requirements of service design, so they proposed new service design principles in 2018. In the new service design principles, they expanded user-centered to human-centered, began to pay attention to other participating groups in service design besides consumer groups, such as designers, processing personnel, manufacturing personnel, etc.; in addition, they newly incorporated the iterative principle, and proposed that the concept of service design is not a one-way journey, but a cycle. Therefore, service design should be continuously updated and iterated, developed and changed until it meets the needs of consumers and is recognized by consumers (Jiménez, Caballero, Dueas, & Pilar Hernández-Grageda, 2022).

One of the most commonly used tools in service design research is the user journey map, which realizes the construction of consumption content by structuring the contact points of consumer groups and service groups. The guidance basis of this tool is user needs, and it interprets the evil behavior and emotions of service contact points, so as to realize the research on the pain points of target users by designers, and then design products that meet customer needs (Zhu Xiaoyang, Deng Weiming, & Hu Ying, 2020). Marketing, sales and marketing, as the main users of user journey maps, often use this tool to improve customer relationships and enhance brand image (Li Fei, 2019). Therefore, the user journey map is also the tool support for the service design of this study.

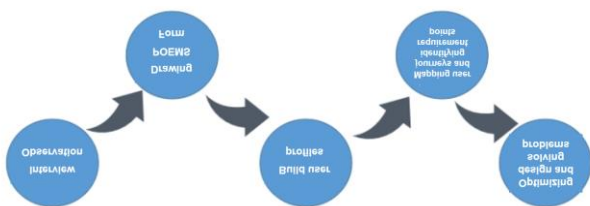


Figure1. Service Design Technical Flowchart

### 3.2. Brand Image Research

The development of brand image is closely linked with consumer perception. The mechanism of brand image lies in the individual processing of product information by consumers. When consumers receive the characteristics of the target product through visual information, tactile information, and auditory information, they will process this information for self-understanding. The impression of the product is the brand image, so the brand image is closely related to the existing social experience of consumers (Lin Yixuan & Fan Ying, 2021). A good brand image means that the brand's products have a high reputation, high quality, and good value. The design process of the brand image is a process of catering to the aesthetics of the consumer group. Its dissemination mainly depends on the auditory information. Visual information, in order to directly or indirectly convey the product to consumers, and then form consumers' cognition and judgment, and establish their image recognition of the brand. The design of brand image mainly includes two aspects: foundation and application. The basic part is the symbols and concepts that can be directly perceived through vision and hearing. The application part is the brand connection established with consumers through cognition, emotion, and the two parts complement each other. They complement each

other, and ultimately consumers will recognize and deepen the brand image to achieve the purpose of brand recognition (Li Xiang & Zou Siqing, 2019).

From the perspective of consumers, brand image is the systematic perception and belief of brand products generated by consumers based on the received brand information. Therefore, brand image can be regarded as the process of consumers' processing of received brand product information. Jeffrey Biches proposed that brand image is a kind of belief that consumers have about the brand. On the production side, the brand is the fixed relationship they want to establish between products and consumers. On the consumer side, the brand is a certain sense. A symbol of , brand image is the consumer's attitude towards the product (Xiaoyong et al., 2003). Reynolds and Gutman pointed out that brand image is a collection of differentiated information in product comparison and competition (Schultz, 2000b; He Jiaxun, 2000). Sirgy believes that a brand is a unique personality image that includes both substantive and non-substantive content of a product, so far, the concept of brand image has risen to the level of personality.

## 4. The Value of Service Design in Improving the Brand Image of Sports Footwear

At present, although Chinese enterprises have attached great importance to brand image to a certain extent, in the actual research, how important brand image is and how it works still needs to be improved. It does not help enterprises to order and standardize the system in related aspects. Through the analysis of the brand image in the service design of shoe enterprises in this study, the factors and content that have not been mentioned in the existing theory can be updated and improved, and then the brand image established by the entire enterprise can be more reasonable, scientific, and more in line with the current management system.

Secondly, the good development of an enterprise is inseparable from a stable brand image. The stability of the product image can provide impetus for the development of the enterprise, can condense the core competitiveness of the enterprise, can also guarantee the profit of the enterprise, and enhance the positive image of the enterprise. Therefore, based on service design, the Conduct research on the brand image and then put forward countermeasures to ensure the good operation of the enterprise. On the other hand, it is not easy to establish a corporate brand image. It takes a lot of manpower and material resources from the initial design of the product to the final successful launch. Try hard, and which products have lower risk and which ones have higher risk are particularly critical. Therefore, research on corporate product brand image is helpful to achieve corporate profit goals.

Finally, with the continuous fermentation of Chinese culture in the trend circle, more and more domestic fashion shoe brands have been favored by young people. Not only the price and quality, but the distinctive nostalgic design style also shows the passionate attitude of domestic trendy shoes. The development of Chinese original trendy shoes has flourished so far. The research on design service concepts can be close to the actual needs of young people and contribute to the national trendy culture. To promote and provide assistance for the better development of enterprises.

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