



CBA League sponsored by Li Ning Sports Company strategy and effect research

Huijiang Sun

Haaga-Helia University of Applied Sciences

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<b>Author(s)</b> <b>Hui Jiang Sun</b>
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<b>Abstract:</b>  <p>With the rise of the sports industry, sports brand sponsorship has become the key to increase awareness and purchase intention. CBA, as China's top basketball league, has great influence. As the only sports equipment sponsor of CBA, Li-Ning's brand influence is worth studying. Li-Ning's sponsorship of CBA has brand, resource and product advantages, but there are some challenges in positioning and operation. Exclusive sponsorship, brand display and product experience are Li-Ning's core strategies, while highlighting the marketing of key tournaments, such as the opening game and All-Star Weekend, so as to strengthen the brand's influence in a short period of time. These initiatives provide useful suggestions for event organizers and sponsors, promote the development of the sports industry, and enrich the application of brand perception theory in the sports field.</p>
<b>Keywords:</b> Li Ning Company, CBA League, sponsorship, brand promotion

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# 1 Introduction

## 1.1 Basis for topic selection

With the Tokyo Olympics in 2021 and the Beijing Winter Olympics in 2022, the next five years will be a golden age for the development of the sports industry. The Olympic sports movement has brought new development power to the sports industry of China people, and the national sports once again react to the sports industry, and the sports industry has developed rapidly. At present, according to the data of the General Administration of Sport of the State and the National Bureau of Statistics, by 2019, all kinds of sports in the world. The gross product scale of the education industry is as high as 2,948.3 billion yuan, its growth value is as high as 1,124.8 billion yuan, the growth rate is 10.9, in which the change rate of the growth value is 11.6% (National Bureau of Statistics of China 2019). As an important part of China's sports industry, the sports service industry has a good momentum of development, with its added value reaching 761.5 billion yuan, 67.7% of the entire sports industry, with an increase of 2.9%. The further rapid expansion of the tertiary industry and its fields is mainly due to the rapid development of China's sports industry in recent years, due to the further optimization and adjustment of China's sports industry structure recently. It has not only greatly improved the added economic added value of China's related industries, but also further promoted the rapid development of related industries in other fields. Therefore, promoting the progress of the national sports industry can guarantee the physical and mental health of the people and ensure the healthy growth of GDP level. In modern business society, the importance of brand marketing is becoming increasingly prominent. Enterprises often resort to various marketing means in order to enhance brand awareness, establish brand image and expand market share. As a unique brand marketing method, sports sponsorship, through the cooperation with sports events and athletes, closely combines the brand with the spirit of sports and the image of health, so as to effectively enhance the brand awareness and reputation. This paper will take Li-Ning's sponsorship of CBA as an example to discuss in depth

the use and effectiveness of sports sponsorship in brand marketing. As a leading sporting goods brand in China, Li-Ning has successfully deepened its brand image and increased its market share through its cooperation with CBA. This successful case is of great significance for other companies seeking brand enhancement and market expansion. Therefore, we will analyze in detail the background, purpose, strategy and implementation process of Li-Ning's sponsorship of the CBA in order to provide useful insights and references for the corporate sector.

## **1.2 Research purpose and significance**

Along with the progress and development of China's sports industry, Chinese sports sponsors have a strong rise, and gradually become an important entry point for China's sports into the real economy. It has brought great business opportunities to countless enterprises at the same time, it has also become an important aspect of the development of sports industry in our country. Consumers are more psychologically receptive to the products brought by sports sponsorship. According to statistics, in the last 16 years (1996-2010), the business of sponsorship marketing increased by 613%, while the promotion cost and advertising cost increased by only 127% and 103%(National Bureau of Statistics of China 2019). It can be seen that sports event sponsorship is sought after by more and more enterprises, thereby improving brand image and shaping brand value. From the growing number and number of CBA sponsors, it can be seen that enterprises pay more and more attention to the direction of sports sponsorship and enhance brand identity. From the perspective of sponsorship experience, brand recognition and purchase intention of sports event sponsors, this paper explores the strategies of sponsors in improving sponsorship effect and purchase intention, and provides suggestions for the development of sports sponsorship in China.

## **2 Literature review**

### **2.1 Definition of sports sponsorship**

With "sponsorship" as the keyword search on China National Knowledge Network, a total of 31,449 master and doctoral theses were found, which is a large number. In recent years, sponsors have brought more and more obvious benefits to companies and the competition parties, because it has become an important form of cooperation between the game and the business. Especially since the 1930s, as the world of professional game has grown, more and more commercial elements have begun to permeate it. In 1984, Los Angeles Olympic Games opened the door of commercialization in Olympic Games for the first time, which broke the tradition of the Olympic Games not being influenced by business and realized the situation that the organizing committee of the Olympic Games finally made profits through commercial sponsorships. Since then, sponsorships have entered the golden period of development. As one of the most popular sports in the world, basketball, with the establishment and development of the professional league, sponsorship has naturally become an indispensable and important profit channel. To study the sponsorship of basketball matches, we should first clarify the definition of sponsorship.

Zhang (2006.) pointed out in "Conceptual Analysis and Definition of Sports Event Sponsorship" that sports event sponsorship is the subordinate concept of sponsorship, and the difference is only that sponsorship refers to "cultural industry with significant public influence" in general.

The difference lies only in the fact that sponsorship refers to "cultural industry with significant public influence". which is currently the cultural performance industry, sports performance industry and exhibition industry. The difference is only that sponsorship refers to ". cultural industries with significant public impact" in general, currently mainly the cultural performance, sports performance and exhibition industries, while sports event sponsorship refers to sports events within the sports performance industry. Sports event sponsorship refers exclusively to sports events

within the sports performance industry. Therefore, sports event sponsorship can be defined as: the sponsorship of a sports event for the purpose of obtaining the right of association of the logo and other objects in the event. So sports event sponsorship can be defined as: in sports event activities, in order to obtain the exchange of goods (including trading), including the right of logo connection, or simply speaking, it is the sponsorship of sports events. Sponsorship. A sports event is defined as ". An event in which human movement is used as a vehicle to determine winners and losers by comparing them with each other, and finally giving them a public ranking" whereas a sporting event is defined as "an event in which human movement is used as a vehicle for determining winners and losers in a comparative process that results in a public ranking". (Zhang, Yao & Li 2010.)

Tournament sponsors usually use the designations of main sponsor (including partners, event sponsors, main sponsors, etc.) and designated sponsors. From the point of view of support and return, the main sponsor is mainly financial support, sometimes supplemented by material. The return is mainly the right to use advertising and logos during the production of the event, and other rights can be supplemented. Designated sponsors provide mainly material support or even no financial support. The return is based on the actual rights invested in the competition. Common features of these sponsors are the disclosure and association of their names and trademarks and their direct participation in the sponsor's activities, such as their names and likenesses, appearing in the name of the sponsor(s) in the main promotional materials, videos and pictures of the event.

## **2.2 Research on sports sponsorship strategies**

A search on CNKI found 139 master and doctoral theses with the keyword "sponsorship strategy". among which 21 theses could be used for this study. Shen (2010) pointed out in her doctoral dissertation Research on Sponsorship Goals and Strategies of Sports Events that scholars at home and abroad study sponsorship



strategies mainly from the perspective of enterprises to explore how to manage sponsorship decision-making and implementation. (Shen 2010.)

First, Masterman (2004) argues from a strategic perspective that sponsorship decisions should include four phases: target market positioning, networking, capitalization, and evaluation of effectiveness. Beech and Chadwick (2004), on the other hand, define the phases of sponsorship management from the perspective of sponsorship management. Reviewing the marketing plan and objectives of the company, identifying and ranking corporate sponsorship objectives (corporate or brand objectives), and selecting appropriate sponsorship evaluation methods based on the identified sponsorship objectives and ranking. Searching and selecting sponsorship programs and evaluating sponsorship profits based on the corporate objectives of the programs. According to Geng Lizhong (2004), there are many factors in sponsorship decision-making, which can be summarized into four major factors: product attractiveness, environmental pressure, sponsor characteristics and sponsor characteristics (see Figure 1). Product attractiveness includes not only the characteristics of competing products, but also the characteristics of the company's products. When sponsoring enterprises carry out sponsorship marketing strategies, they should consider the match between their own brand products and competing products, and pay attention to factors such as the scope of influence, attention and exposure of competing products.(Shen 2010.)

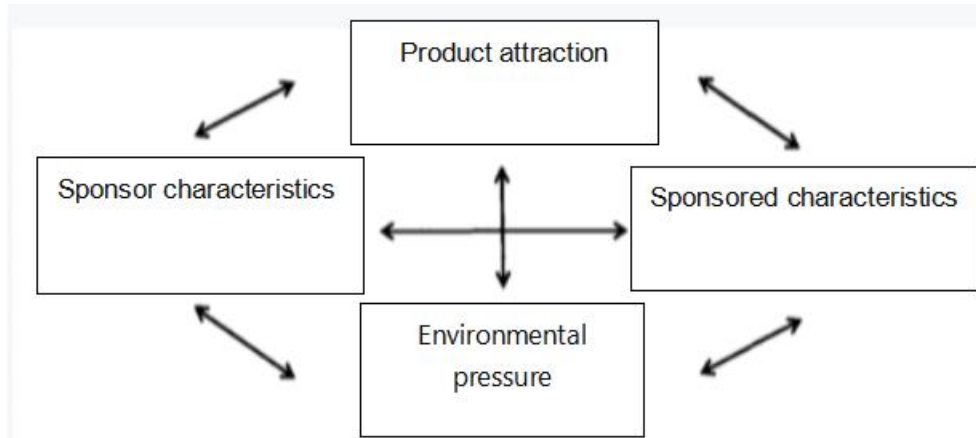


Figure 1. Characteristics of sponsor and sponsored(Geng 2004)

### 2.3 About Li Ning Company's sponsorship of previous competitions

In its 2014 annual report, Li Ning Co., Ltd. announced the major competitions sponsored in 2014. In addition to sponsoring the China Men's Basketball Professional League, Li Ning is also a sponsor of China's fourth-tier school basketball league. The level of basketball competition is basically "arranged". See Table 1.

Table 1. Sports events sponsored by Li Ning in 2014

basketball	Athletics/Running	Badminton
China Men's Basketball Professional League	Li Ning 10km road run league	2013-2016 Official partner of Badminton World Federation
Chinese junior high school basketball League	Athletics Association high altitude endurance race	2014 Tong You Cup (Title and Equipment sponsor)
China College Basketball League	Dali Cangshan Erhai 100 km cross-country race	2013 Badminton World Championships (Title and Equipment sponsor)
China College Basketball Super League	2014 Shenzhen International Marathon	2014 China Open Badminton Championships (Title and Equipment sponsor)
National Men's Basketball League		2014 Changzhou Badminton Masters (Title and Equipment sponsor)
CBA youth league		Singapore Badminton Open 2014 (Title and Equipment sponsor)
American AAU Cap City Classic		2014 Indonesia International Series (Title and Equipment sponsor)
		2014 National Badminton League (Title and Equipment sponsor)

## 2.4 Sponsorship of CBA League

A total of 681 master's and doctoral dissertations were searched on CNKI with the keyword "CBA league sponsorship". of which about 400 were related to this study. The Chinese Men's Basketball Professional League, abbreviated as "CBA". Is an annual home-and-away basketball league organized by the Chinese Basketball Association, which is the highest level of basketball league in China. Wei and Xu (2010,1-4.) pointed out in "Research on the Current Situation and Countermeasures of CBA Market Sponsorship" . That the predecessor of CBA was the Chinese Men's Basketball A-League, and the 1995-1996 season was the first year of the A-League. In the early stage of the A-League, sponsors were categorized into title sponsors, strategic partners, designated product sponsors and general sponsors. Since the establishment of the Chinese Men's Basketball League A, there are three companies

that have become title sponsors of the league, as shown in Table 2.

Table 2. List of previous title sponsors of China Men's Basketball League A

season	League name	Name of sponsoring	Nature of industry
1996/1997~2000/2001	Hilton China Men's Basketball A League	555 Hilton	hospitality
2001/2002~2002/2003	MOTOROLA China Men's Basketball A league	MOTOROLA	telecommunications
2001/2002~2002/2003	Unicom new time China men's basketball A league	China Unicom	Information communication

In 2005, the Chinese Men's Basketball League was officially renamed the Chinese Men's Basketball Association (CBA), and title sponsors were abolished, but clubs could still sponsor their own clubs. The title sponsors were canceled, but clubs could still sponsor their own clubs. A list of some of the sponsors of the CBA league in the 2007/2008 season is shown in Table 3.

Table 3. List of some sponsors of CBA League in 2007/2008 season

Name of sponsoring company	Industry
Anta	Sporting goods
CBA lightning velocity	Sporting goods
Augmented denim	clothing
Ebo Purified Water	drink
Diamond	jewelry
Strange sound DVD	Electrical appliance
Sina Sports	Network media
Spalding	Sporting goods
Jinling Sports	Sports equipment
SMG	Television media
Titan Sports Weekly	Print media

As can be seen from Table 3, in the 2007/2008 season, the sponsors of CBA League mainly focus on sports goods and equipment and sports media, among which Anta Sports Products Co., LTD. (hereinafter referred to as Anta) is the largest sponsor, whose sponsorship amount is 60 million RMB in 3 years. If the expenses of product research and development, project promotion and other expenses are added, the actual cost of Anta's sponsorship of the CBA for three years is about 120 million yuan. When the contract expired, it was renewed until 2012, but the annual amount remained at 20 million yuan. CBA sponsors are now divided into four levels, from

highest to lowest: official strategic partner, official partner, official sponsor and official supplier. Table 4 shows the list of four levels of sponsors of the CBA in the 2014-2015 season.

Table 4. List of sponsors of CBA League in 2014-2015 season

Official strategic partner	Official partner	Official sponsor	Official supplier
Li Ning	FAW-Volkswagen	TCL	Inglio
	Mobil	UPS	Jingtian hundred years mountain
	PPTV		Jinling Sports
	Sohu Sports		Lehu
	Stanley		Sangou Wine Industry
	Laoshan Beer		SBS
			Sunhui ceramics
			SOFSOLE
			other-energy
			Good green lighting
		Yulin Pharmaceutical	
		McDaway	

## 2.5 Research status of sponsorship of CBA League by Li Ning Company

A search on China National Knowledge Net with the subject of "Li Ning sponsors CBA" . Only found 16 articles. Among them, there were only seven cases in which Li Ning sponsored the CBA, all of which were journals and news reports. Therefore, the commercial behavior sponsored by Li Ning CBA has high news value, and no one has used it for systematic research and investigation, which again explains the significance of this study from the side.

Ma (9.8.2012) pointed in the CBA Market Sponsorship Status and Countermeasures Research "Yunnan Economic Daily". Article pointed out that the Chinese brand, the history of the largest amount of sports sponsorship plan, Li Ning in crisis can use this to recover the decline. Li Ning's five-year sponsorship contract with the CBA amounts

to 2 billion yuan, or 400 million yuan a year on average. The Chinese brand has launched the biggest sports sponsorship deal in history. Can Li Ning, in crisis, turn itself around?" Can Li Ning turn over 400 million Yuan annually in CBA sponsorship?" As journalist Guo (6.2006,14009.) points out in the China Economic Times, Li Ning has introduced two important measures while warning of a decline in earnings. First, on June 11, Li Ning signed a memorandum of cooperation on equipment sponsorship of the China Men's Basketball Professional League (CBA), reaching an agreement on five seasons from 2016/2017 to 2016/2017. Secondly, Li Ning shortened the license term of Lotto, a fashion sports brand, by 10 years through the signing of a supplemental agreement, amending the termination date of the Lotto franchise from the end of 2028 to the end of the original agreement. Lotto, a fashion sports brand, by signing a supplemental agreement that shortened the term of the Lotto franchise by 10 years and revised the termination date of the Lotto franchise from the end of 2028 under the original agreement to the end of 2018. The termination date of the Lotto franchise was revised from the end of 2028 in the original agreement to the end of 2018. The minimum gross royalty amount has been revised from RMB934 million for a 20-year term under the original agreement to RMB1.5 billion for a 10-year term. The minimum total royalty amount was revised from RMB934 million for a 20-year term under the original agreement to RMB210 million for a 10-year term. This "reduction and liberalization". is one of the most significant decisions made by Li-Ning in recent years. This "downsizing and downsizing". Is one of the most significant decisions made by Li Ning in recent years.

Guo (2012,06,14009) pointed out in his article "Li Ning expects sharp drop in earnings this year, sponsors CBA for 'third venture'", That on June 12, 2012, Li Ning's public announcement showed that the total amount of orders for Li Ning brand products in the fourth quarter of 2012 will have a double-digit drop, and that sales revenue is expected to show a negative growth compared with 2011, and earnings for the first half of this year and the whole year will fall sharply. It is expected that there will be a negative growth in sales revenue in 2012 compared with 2011, and earnings for the first half of the year and the whole year will fall sharply. Against this backdrop, Li-Ning

announced two important news items for the company's future development. First, the company will Lotto franchise period from 20 years to 10 years; second, and become the Chinese men's basketball professional league (CBA) equipment sponsor of the memorandum of cooperation, the agreement for five seasons. Analysts said that sponsorship of the CBA is a good thing for Li Ning, Li Ning began the third venture. The article points out that a person in charge of Li-Ning said, "The CBA has good brand value and commercial value, and sponsoring the CBA will help increase the connection between Li-Ning's brand and basketball and promote the growth of the basketball business, which is an important strategic choice." The head of the company said that the market environment has changed a lot compared to 2008 when the agreement was signed, and that reducing the term of the Lotto franchise is a strategic move for the company to focus on its core business, which will produce a one-time loss for the company this year, but will significantly reduce the financial burden in the future. The article compares Li-Ning's sponsorship of the CBA to Li-Ning's third venture, which was the first in 1990 and the series of expansions after it went public in 2004 can be regarded as the second. This time, when the whole industry is in a state of recession and chooses to carry out such a big marketing, it can be said that it is the third venture. Zhang Qing, CEO of Beijing Key Way Sports Consulting, believes that sponsoring the CBA is a good move for Li-Ning, which has seized a scarce marketing resource and is conducive to further improving the company's reputation. But at the same time, the governance structure of the CBA is still not perfect, and it is uncertain whether it can fully protect the interests of sponsors. Such a big opportunity in front of Li Ning, its R&D promotion system, service guarantee system will also be tested. From the literature retrieved on Li Ning's sponsorship of the CBA, the general voice of the industry is that the amount of sponsorship is too high, exceeding the actual value of the CBA league itself, and most people are skeptical that Li Ning can achieve the expected results by spending such a high amount of money.



### **3. Research objects and methods**

#### **3.1 Research objects**

The study takes the strategy and effect of Li Ning's sponsorship of CBA League in 2012-2013 season, 2013-2014 season, 2014-2015 season and CBA fans as the research object.

#### **3.2 Research Methods**

##### **3.2.1 Literature data method**

According to the research needs, by reviewing the full text database of Chinese journals (CNKI), China Outstanding Academic Paper Network, etc., as well as the relevant literature on the cooperation between Li-Ning Company and CBA League and the commercial cooperation of CBA League, relevant searches were carried out to understand the current status of the domestic cutting-edge dynamic research and to provide theoretical basis for the present study. The data sources were 180 questionnaires from several universities in Beijing, and SPSS10.0 software was used for statistics.

##### **3.2.2 Questionnaire survey method**

According to the research needs, two questionnaires were designed. One was aimed at the Marketing Department heads of 10 CBA clubs, and the other was aimed at college students in Beijing. In order to ensure the effectiveness and professionalism of the questionnaire, experts were consulted on the design and content of the questionnaire before it was issued. After repeated deliberation and modification, the questionnaire was finally formed.

Table 6. Questionnaire distribution list

Number	club	name	department
1	Beijing Shougang	Zhang Jianjun	Marketing Department
2	Tianjin Ronggang	Huang Yawen	Marketing operation Department
3	Guangdong Hongyuan	Zeng Wu	Marketing Department
4	Dongguan New Century	Huang Huanrong	Brand department
5	Xinjiang Guanghui	Yin Lei	Marketing Department
6	Jiangsu Nangang	Zhang Qian	Marketing Department
7	Shandong Expressway	Yang Shaoqing	Marketing Department
8	Foshan Longshi	Qi Jinling	Development department
9	Qingdao binary	Sun Xinwei	Marketing Department
10	Fujian Xunxing	Wu Yu	Marketing Department

Table 7. Questionnaire distribution

Survey object	Issue questionnaire	a	Recall questionnaire	Valid questionnaire	Recovery rate	Effective rate	recovery
Club staff	10		9	9	90%	90%	
College students in Beijing	200		184	177	92%	88.5%	

Table 8. Reliability test table

Retest number	Time between tests	Average trust coefficient
12	10	0.84

### 3.2.3 Mathematical Statistical method

The results of the returned valid questionnaires were counted and analyzed, and the relevant sales and financial data in the 2013 and 2014 annual reports released by Li Ning were analyzed.

### **3.2.4 Schedule**

Completion of survey distribution in December 2022 Complete questionnaire retrieval in January 2023. And complete the analysis of the annual financial statements of Li Ning Company from 2013 to 2014 in February 2022.

## **4 Research results and analysis**

### **4.1 Strategy analysis of Li Ning's sponsorship of CBA League**

#### **4.1.1 SWOT analysis of Li Ning's sponsorship of CBA League**

SWOT is made up of four words: "strengths", "weaknesses", "opportunities" and "threats". The analysis of strengths and weaknesses focuses on the comparison between an enterprise's own strengths and its competitors, while the analysis of opportunities and threats focuses on the change of external environment and its impact on the enterprise. In 2002, Pricewaterhousecoopers defined the core competitiveness of Li Ning Group, and conducted a comprehensive evaluation of Li Ning's development strategy, business strategy, information technology strategy and management framework. Li Ning's brand strength is well known, especially in China's domestic market, according to the PWC report. The report said Li Ning had shortcomings such as unclear market positioning, excessively long product lines, vague market segmentation, few niche products and, most importantly, unclear connotation. But in the 10 years since PWC conducted the comprehensive review of Li Ning, the business world has changed dramatically. At present, SWOT analysis is used again in this study to analyze Li Ning's sponsorship of CBA League in detail.

##### **(1) Strengths**

Brand heritage advantage. At present, the various products under the Li Ning brand, compared with internationally recognized sports brands, due to the relatively short time of creation, the brand heritage is not deep enough, the related promotion strategies and marketing activities are not mature enough, overall, the brand advantage is not obvious. Compared with internationally recognized sports brands, the brand advantages are not obvious overall due to the relatively short creation time, insufficiently deep brand heritage, and insufficient maturity of related promotion strategies and marketing activities. Due to the relatively short creation time, the brand heritage is not deep enough, and the related promotion strategies and marketing activities are not mature enough, in general, the brand advantage is not obvious.

However, compared with brands in other countries, China's brand advantage is not obvious. Mr. Li Ning, as the founder of the Company, has obvious brand advantages. As the founder of the company, Mr. Li Ning obviously has a great influence on the brand due to his celebrity effect. What he conveys is the culture of the Chinese nation, the spirit of hard work and pride that he has always been proud of. This penetration of human nature greatly increases the connotation of the brand and enhances its competitiveness. Although Li Ning has gradually go deep Li Ning this brand image, but in terms of sales, Li Ning brand has long ceased to rank first, but 20 years of accumulation, Li Ning brand has been the most popular brand. In terms of brand loyalty, the Li Ning brand is still the "No. 1 domestic brand" in the hearts of the Chinese people, while the CBA league was formerly known as the Chinese men's basketball first division league. The predecessor of the CBA league is the China Men's Basketball A-League, which was renamed as the China Men's Basketball Professional League (CBA) in the 2005-2006 season, and is a local professional basketball league organized by the China Basketball Association (CBA).The CBA is a local professional basketball league organized by the China Basketball Association (CBA). Therefore, in the process of sponsoring the CBA, a local professional league, Li-Ning has a brand legacy Therefore, in the process of sponsoring the local professional league CBA, Li-Ning has an obvious advantage in terms of brand heritage. Therefore, by sponsoring the local professional league CBA, the brand heritage of Li-Ning is more obvious.

## (2) Weaknesses

On June 30, 2010, Li Ning announced that it had changed its previously used logo and slogan Anything is Possible to a new logo and slogan Make the Change, and clearly positioned its main consumer group as the "Post-90s". The new logo, new slogan Make the Change (Li Ning, Make Change Happen), and clearly positioned the main consumer group in the "post-90s" group. However, the series of negative reactions caused by the "brand change" was also beyond Li Ning's expectations. However, the series of negative reactions caused by the "brand change" was also beyond Li Ning's expectation. Surveys show that Li Ning's most loyal consumers are

positioned in the 35-40 age group, while the new logo and slogan are obviously not. The new logo and slogan clearly "give up" the old customers, and the center of gravity is very clear, pointing directly to the 13-26 year old "90s" group.

The company has begun to favor the younger post-90s group from product design to publicity and promotion strategies, which has resulted in a significant increase in the number of customers. In this way, older loyal consumers could not find brand identity, and their loyalty to Li-Ning's products began to decline. Sincerity began to slowly decline, ultimately leading to a decline in purchases, while the young "post-90s" group, which Li-Ning wants to capture, is growing up in an age where they have a strong sense of belonging to a group of young people. The young "post-90s" group that Li-Ning wants to catch, whose growth environment is already before and after China's accession to the WTO, the whole market is more open, the idea is more for the advanced, the product more close to the young people of some international sports brands, such as Adidas, Nike, etc. has been have stationed in China, and with its years of brand accumulation and marketing strategy to quickly seize the young consumer groups in China's first-tier cities. These young people do not recognize the Li-Ning brand. Therefore, a series of problems brought about by the change of Therefore, a series of adverse effects brought by the change of logo and market positioning will be the disadvantage of Li-Ning's sponsorship of the CBA League in the future.

### (3) Opportunities

People's living standards and health awareness. Since entering the new century, due to the rapid development of China's comprehensive strength, the people's material standard of living has also achieved a high-quality leap. After all, there is a need to establish full economic and spiritual enjoyment. For ordinary citizens, time and money can only develop personal hobbies and pay attention to health when they live a rich life. Currently, China's economy continues to grow steadily, and people's demands about engaging in exercise and enhancing their health are rising. Especially in recent years, there are more and more reports and concerns about haze, food safety and other health issues, and health issues have become the primary focus of people's

livelihood at this stage, and engaging in physical activities is an effective way to stay healthy. The running fever in recent years is a good proof. There are many people participating in sports, and the public's sense of professionalism is stronger than before, and different sports programs will choose different sports equipment. Basketball in our country is a deep mass experience, popular with the Chinese people's favorite sports, with the people's living standards and health consciousness, is engaged in the production of apparel Li-Ning Limited indispensable external opportunities.

#### (4) Threats

International brand giants such as Adidas and Nike have luxurious star resources and strong design and R&D teams, and their sales performance after entering the Chinese market has shown that they are not capable of competing with local Chinese brands. Although they have not been awarded the highest level of league sponsorship like Anta and Li Ning, in the CBA league, Nike has Yi Jianlian, Ding Yanyuhang, Wang Zhelin and other signed stars, purchased Zhu Fangyu, Wang Shipeng, Han Dejun and other stars of the shoes, shoes rights, 2014-2015 in international basketball competitions, such as men's basketball intercontinental championships, men's basketball World Cup tournaments, for Li-Ning, and the fierce competition with the two major local competitors will be the biggest challenge.

#### **4.1.2 Sponsorship of shoes and clothing**

Li Ning sponsorship of the first season of the CBA occurred "wear shoes gate" incident. 2012 November 24 evening, 2012 2012 season CBA league opening less than a month, the Chinese Basketball Association issued the first fine of the new season. For the first round of the league Li-Ning did not wear the required Li-Ning shoes, Mabry, Wang Zhizhi, Yi Jianlian and other 12 players were notified and criticized, each was fined 20,000 yuan.

Once the news came out, athletes, fans and netizens have questioned Li Ning Co.,

Ltd.'s "hegemony", that Li Ning Co., Ltd. deprived athletes of the right to love the most basic sports brand. Li-Ning responded that only by supporting the product wear fixed, Li-Ning believes that support for the Basketball Association regulations, respect for the rights and interests of the sponsors of the league, in order to have a more professional, more long-term development. Li Ning Limited as the official strategic partner of the CBA league, emphasizing that Li Ning Limited in the course of official sponsorship duties, to fulfill the obligations of official sponsorship, will respect the resolution of the Chinese Youth Association, to support the development of China's basketball. Li-Ning Co., Ltd. in the external response to "respect the rules of the Basketball Association" as the reason, try to lead themselves away from the storm of the incident, but in the public opinion is often negative. In fact, in the "Anta period", about the CBA player's choice of shoes, there is a "whole contract". That is to say, if there are no special circumstances, the league all players must wear shoes provided by the league's official sponsor, the terms of which were proposed when the 17 clubs nodded their heads in agreement. And Li-Ning paid "shoe money" for many endorsers that year. This time Li Ning and the CBA's rules on shoe wear are just following the usual practice of previous sponsors. But this time Li-Ning became the official strategic partner of CBA. For the CBA, in order to better safeguard the rights and interests of sponsors, the public's high sponsorship fee has caused widespread concern in society, but other reasons, the network economy is not excluded. Other brands are inciting. At the beginning, in terms of equipment sponsorship Li-Ning involved in the "wear shoes gate" event can be said to be passive, but after gradually calmed down, into the normal process. As the official strategic partner of the CBA league and the designated equipment brand, Li Ning brand in addition to providing basketball shoes, also provides sportswear, training clothes, outfits and other complete sets of equipment.

#### **4.1.3 Brand display and product experience**

Brand display and product experience refer to the purpose of directly displaying



product performance to target groups, increasing direct experience and ultimately promoting sales by setting up product display areas, experience areas or providing on-site sales in the competition. Fans who can watch live games in the CBA League are undoubtedly the most direct potential consumers for Li Ning Co., LTD. After the sponsor's products and services are effectively experienced and used in the CBA league, their products will be accurately delivered to the target market through the games. Therefore, from this perspective, the experience and presentation of products is the focus of Li Ning Co. LTD's marketing strategy in sponsoring the CBA League.

#### **4.1.4 "point and event" marketing strategy**

(1) Li-Ning introduces their products in the following ways

Off-court branding. At the spectator entrance on the west side of the Wukesong Basketball Arena, Li-Ning displayed a relief panel designed for the 20th anniversary of the CBA, and models of the two main basketball shoes "Spirit" and "Power" for the 14-15 season. The display of embossed panels reinforced of the The display of the relief panels reinforced Li Ning's branding campaign for the CBA 20th anniversary this season; while the two large shoe models reinforced Li Ning's branding campaign for the CBA 20th anniversary this season. The display of the two large shoe models was a hard promotion of the season's main products, but the reaction of the fans, especially those of the fans, was not favorable.

From the reaction of the fans at that time, especially the younger children scrambling to take pictures with them, it is considered to have achieved the expected exposure purpose. The opening night of the tournament, Li Ning was the first to be recognized by the public for his work in the field. On the opening night of the game, a total of 2,000 spectators stopped by the Li-Ning brand area, and a total of about 40,000 yuan in product sales was generated. The total sales of products amounted to about 40,000 yuan.

(2) Corridor display and sales. The Wukesong Basketball Arena has 18,000 seats and the hardware level is second to none in China, which not only can accommodate more

spectators to watch the game, but also has more space for the exhibition area in the court. Li-Ning Co., Ltd. packaged the area by the west gate as a Li-Ning brand area to display and sell the main products of the new season of CBA.

(3) Inner court. The infield mainly includes two parts: brand display and brand activities. In the brand display of the infield, Li Ning Co., Ltd. mainly issued three ways of cheerleading sticks, big shoe trucks and courtside advertisements. The cheer stick mainly printed the common logo of Li-Ning and CBA on the seats of the audience on the third floor to tell the attendees and fans that Li-Ning is the official strategic partner of the CBA league, so as to strengthen the association between Li-Ning brand and the CBA league. The Big Shoe display featured a drivable electric car converted into the shape of a Li-Ning basketball shoe, which was the main driver of the Li-Ning brand's season. The home team gave gifts to the cheerleaders during breaks, and the home team's mascot was in charge of driving the car for a leisurely week on the court. The naive mascot had a lot of fun driving the somewhat exaggerated Li-Ning Big Shoe Car. On the contrary, it appears to be very interesting, which in turn reduces the rawness of the big shoe car's direct exposure to the Li-Ning brand. The sideline ads are rolling ads that appear in front of the home and away seats for every game, and are a regular in-stadium branding display.

Branded events are interactive activities that take place during each sponsor's own entitlement time for the purpose of promoting their brand. The branding activities are mainly the interactive activities for the purpose of promoting their own brands during the time that belongs to the sponsors' own rights and interests. As the official strategic partner of the CBA League, Li Ning enjoys the most sponsor's rights time, which is generally before the start of the game, intermission, halftime, etc. The use of these rights time is the focus of Li Ning's in-court marketing strategy. The use of this time is the focus of Li-Ning's infield marketing strategy.

## **4.2 Effect analysis of Li Ning's sponsorship of CBA League**

### **4.2.1 Analysis of Li Ning's brand satisfaction**

Dai (2012) pointed out in his book "Principles of Marketing" that satisfaction is a person's feeling level, which comes from the comparison between the performance brought by a product and people's expectations. When expectations are set or unclear, the level of satisfaction mainly depends on the utility of products and services, which is the subjective evaluation of people. In the study, people express their satisfaction level through their feelings of satisfaction. Customer satisfaction is an important factor of enterprise competitiveness. The level of customer satisfaction will bring customers' brand loyalty and repeated purchase, and bring continuous profits for the enterprise. Empirical studies show that customer satisfaction with products is highly correlated with corporate profitability; low satisfaction will lead customers to buy competitive products, which is the root cause of enterprise failure. High consumer satisfaction is the goal that modern enterprises must strive for.

Consumer satisfaction research is an important method and approach of consumer satisfaction to products. In consumer satisfaction research, one must establish a product customer satisfaction model, determine the factors that affect consumer satisfaction and the degree of consumer attention, explore the overall factors of consumer satisfaction on survey brands and competitive brands, obtain the advantages and disadvantages of survey brands in products, services, marketing strategies, and apply the information in management and marketing decisions.

In this thesis, consumer satisfaction of Li Ning brand is studied. The survey method was used to study and analyze the consumer satisfaction. The source of data is 180 questionnaires from several universities in Beijing, and SPSS10.0 software is used for statistics.

Table 9. Overall consumer satisfaction of Li Ning and its competitors

brand	Average value	median	Standard deviation
Li Ning	3.46	3	1.78
Anta	3.11	3	2.44
Nike	4.24	4	0.73
Adidas	3.84	4	1.36

Table 10. Customer satisfaction of Li Ning and its competitors

brand	Quality satisfaction	Appearance satisfaction	Brand satisfaction	Price satisfaction
Li ning	3.76	3.18	3.35	2.96
Anta	3.34	2.77	2.79	3.18
Nike	4.29	4.32	4.61	3.26
Adidas	4.17	4.02	4.25	3.21

In comparison of 4 sports brands of basketball shoes, when it comes to overall satisfaction, Nike and Adidas are basically in the same tier, Li Ning and Anta two domestic sports brands in the second tier, and Li Ning and higher than Anta.

From the table, we can see that Li Ning brand basketball shoes in the four aspects of quality, appearance, brand and price, the quality score is the highest, while the price score is the lowest. It can be seen that among the nearly 200 college students who participated in the survey, the quality of Li-Ning brand basketball shoes is still relatively recognized, but it is generally believed that the price of Li-Ning basketball shoes is not ideal.

#### 4.2.2 Sales performance of Li Ning brand

By comparing the turnover and gross profit rate data in the annual reports of 2012, 2013, 2014 and 2015 of Li Ning Company, the following two figures can be obtained:

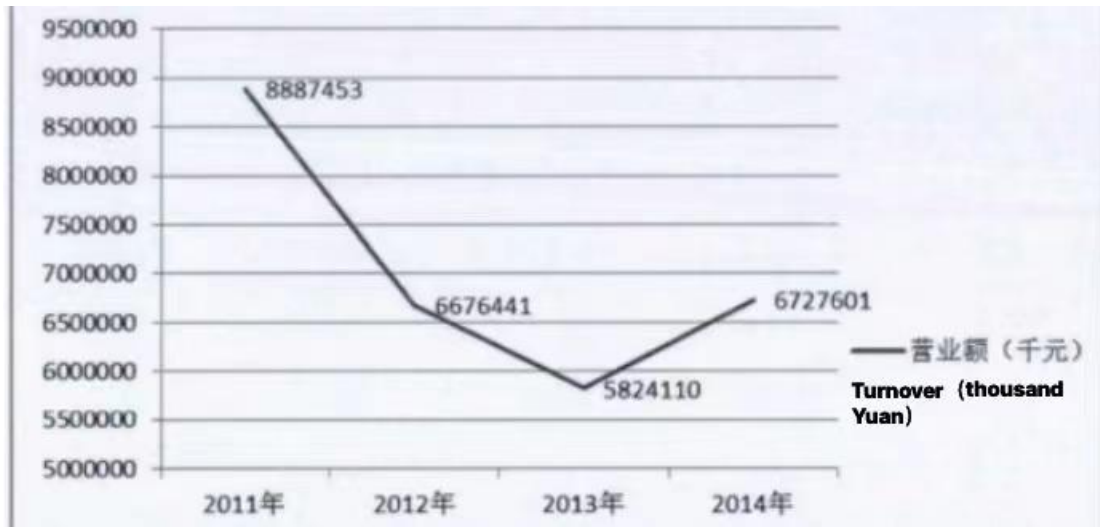


Figure 2. Annual turnover of Li Ning Company from 2011 to 2014

Annual gross profit rate of Li Ning from 2011 to 2014 (Source: Li Ning company financial statements 2011-2014 )

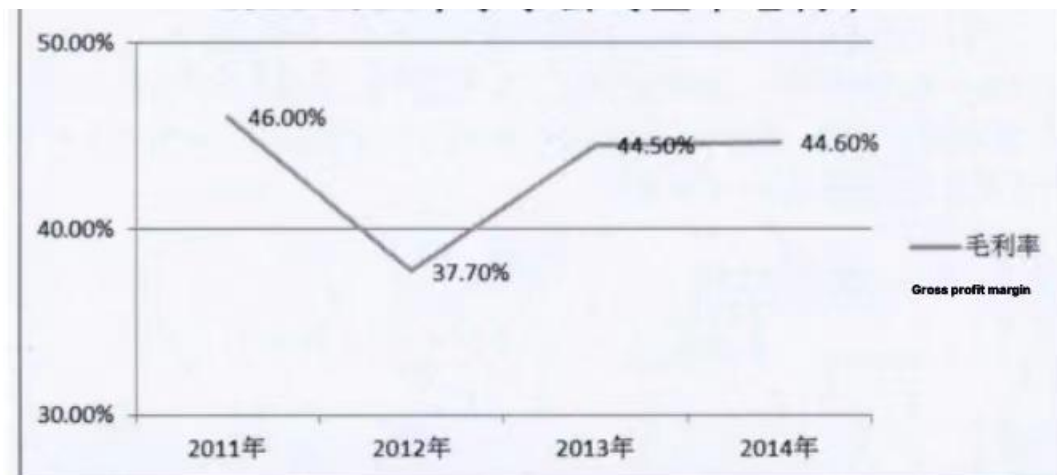


Figure 3. Annual gross profit margin of Li Ning in 2011-2014 (Source: Li Ning company financial statements 2011-2014 )

As can be seen from Figure 2 and Figure 3, in 2011, Li Ning Co., Ltd. was faced with an unprecedented crisis due to the declining macroeconomic situation at home and abroad and the blind optimism about the prospect of Beijing Olympic Games, which resulted in overproduction of orders and overproduction. The annual sales in 2012 increased by 24.88% compared with 2011. Since the beginning of November 2012, in the following five years after officially becoming the CBA, sponsorship of the CBA League has become the most important project within Li Ning Co., LTD., which

directly affects the company's annual sales performance. But since 2012, the annual sales decline trend is obvious. This study has not yet released the 2015 annual report, but the semi-annual (interim) data show that the sales in the first half of 2015 reached 36,406,680 yuan. Under normal circumstances, 2015 sales increased compared with 2014, from 2012 to 2014 sales and gross profit rate changes, Li Ning sponsorship of the CBA league, the company's performance level has also achieved obvious results.

#### **4.2.3 Advantages and disadvantages of Li Ning's sponsorship of CBA League for 3 seasons**

In the past three years, Li-Ning's sponsorship of the CBA League has generally met expectations and received mostly favorable comments from the league and the fans, but there are still many things that can be done better. The following is a brief evaluation of Li-Ning's sponsorship of the CBA League over the past three seasons, taking into account the interviews with industry and academic experts as well as this study. The following is a brief evaluation of the advantages and shortcomings of Li-Ning's sponsorship of the CBA League over the past three seasons, and an analysis of how Li-Ning can better fulfill its role through sponsorship of the CBA League in the future, from the perspective of Li-Ning and the CBA League. From the perspective of both Li-Ning and the CBA League, the study suggests how Li-Ning can better protect the rights and interests of sponsors through sponsoring the CBA League in the future so as to achieve a The CBA League will be a win-win situation for both parties.

(1) It can make the right decision

However, the introduction of "Several Opinions of the State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption" in 2014 elevated the sports industry to the height of the country's new economic growth point. The core of the sports industry is sports events, and the CBA league, as the highest level in China and even in Asia, has attracted the widest attention. The CBA League, as the basketball league with the highest level and widest attention in China and even

in Asia, has more space for its commercial value to rise in the future development; in 2015, the Chinese Super League cooperated with Sports Olympics. In 2015, the Chinese Super League signed a 5-year 8 billion yuan promotion contract with Sports Olympics Power Company, and now it seems that Li Ning has signed a 5-year 2 billion yuan sponsorship contract with Sports Olympics Power Company. In 2015, the Chinese Super League signed a 5-year 8 billion yuan promotion contract with Sports Olympics, and now it seems that Li Ning's strategy of sponsoring the CBA league with 2 billion yuan for 5 years is very correct.

(2) Able to develop strategies for local conditions and implement them with determination

The study shows that Li Ning's promotion on the CBA platform is prioritized under the limited budget, which is a very important point. By the 2014-2015 season, the CBA season has been expanded to 20 teams, which are distributed in 16 provinces and 19 cities, with different levels of economic development, team performance, history and Li Ning's market share in the local market. The level of economic development, team performance, historical background and the market share of Li-Ning brand in the local market are all different, so it is very desirable for Li-Ning to make the best use of the local conditions and select the most likely places as the focus of the promotion. In addition, after the formulation of the corresponding strategy, the later implementation of the guarantee is also very critical, from a variety of data, Li Ning company has a firm implementation of the established strategy.

(3) Try to integrate the CBA with the campus basketball League

In addition to the CBA League, Li Ning Co. also sponsors campus basketball tournaments such as the Junior High and High School Basketball League, College Basketball League, College Basketball Super League and other campus basketball tournaments. How to better utilize the resources of basketball tournaments at different levels to maximize brand expansion is an important issue in front of Li Ning Co. In the 2014-2015 season, Li Ning Co. combined the CBA with campus basketball, using the 20th anniversary of the CBA and vintage as a carrier, and planned and carried out related student activities in Guangdong, Beijing, Shandong, Jiangsu and other places.

How to combine the CBA with the student league and better integrate and utilize the event resources will be an important issue for Li-Ning in the future. How to combine CBA with the student league and better integrate and utilize the event resources will be a new direction for Li Ning Co. to sponsor CBA league in the future.

#### (4) Lack of overall planning

To the end of 2015, Li Ning sponsorship of the CBA League has come to the fourth season, throughout the four seasons, Li Ning use the CBA League sponsorship of the status of the relevant brand promotion activities, there is not an overall reasonable 5 years!

Mainly in the budget, sports sponsorship has a 1:1:1 theory, that is, the enterprise spends 1 yuan to obtain the qualification of the event sponsor, it is also necessary to spend 1 yuan for media promotion, but also spend 1 yuan for offline promotion, at present, Li Ning spent 2 billion yuan to obtain the identity of the CBA sponsors, and there is not enough money for media publicity and offline promotion, and in the case of limited funds, Li Ning will not have enough money for media publicity and offline promotion. In the case of limited funds, there is no reasonable allocation, resulting in a downward trend in the intensity and coverage of the corresponding offline promotional activities from the beginning of the first season to the present, which is positively unfavorable to maintaining the heat of brand communication.



## **5 Conclusions and suggestions**

### **5.1 Conclusions**

(1) Li Ning's sponsorship of the CBA league possesses brand advantage, resource advantage, and product advantage. However, it faces disadvantages in terms of its own brand positioning and operation. The development of the CBA itself, support from national policies, as well as people's living standards and health awareness are important external opportunities. Meanwhile, strong competitors, high sponsorship fees, and the influence of previous sponsors are challenges faced by Li Ning in sponsoring the CBA league.

(2) Sponsorship of exclusive footwear. In the 2014-2015 season, Li Ning replaced Nike as the official designated brand of the CBA league. Except for a few players, the entire CBA became a professional league with only Li Ning's clothing brand. This exclusive sponsorship strategy is important. Through exclusive sponsorship, Li Ning became the only sportswear brand in the CBA league. This uniqueness allows the Li-Ning brand to be prominently displayed throughout the league, increasing brand recognition and awareness. The exclusive sponsorship ensures that the Li-Ning brand is able to provide a complete equipment and apparel solution for the CBA league, showcasing Li-Ning's brand image from the players' equipment on the court to the souvenirs for spectators. This provides fans and consumers with a comprehensive brand experience and strengthens the connection between the brand and consumers. The exclusive sponsorship strategy provides the basis for the deep cooperation between Li-Ning and the CBA league. As the only sports apparel brand, Li-Ning is able to work closely with the league to promote the development of basketball and realize a win-win situation for both the brand and the tournament.

(3) Focus on brand presentation and product experience. In terms of exclusivity, Li Ning Co., Ltd. focuses on brand display and product experience of the fans of key CBA clubs to the audience. Through the CBA platform, it strengthens its association with its own brands, thus strengthening the brand's professionalism and ultimately

guiding consumers' consumption behavior. Therefore, brand display and product experience are at the core of Li Ning Co., LTD. 's strategy to sponsor the CBA League.

(4) Take "point event marketing" as the highlight. Li Ning Co., Ltd. mastered the CBA season opening game, All-Star weekend, finals, award ceremony and other "highlight events", in a short time to get a lot of brand exposure and publicity, effectively enhance its brand and CBA League correlation, is the highlight of the whole marketing strategy.

## **5.2 Suggestions**

(1) Stick to sponsoring the CBA league. It takes a long time for a company to promote and publicize its brand by sponsoring a game. Li Ning signed a five-year sponsorship contract with the CBA league. Since the third year, it has achieved significant results in terms of brand satisfaction and total company sales. Therefore, Li Ning's strategy of sponsoring the CBA league and returning to its career was considered correct. In order to achieve better results, Li Ning must persist in sponsoring the CBA League.

(2) Make a reasonable master plan. This includes a master plan for the entire sponsorship period and an individual plan for the sponsorship year. In addition to this, there needs to be a reasonable budget guarantee and allocation. According to the general law of 1:1:1 distribution of sponsorship funds, the budget of obtaining sponsorship rights, landing activities and media publicity should occupy the same proportion. Otherwise, after obtaining large sponsorship rights, follow-up promotion activities will not have other funds, 2015-2016 CBA season Li Ning Co., Ltd. there is such a problem.

(3) Give full play to the advantages of resources. Li Ning Co., Ltd. has excellent player resources in the CBA league, but these excellent resources have not been fully developed and utilized at present. It is suggested to strengthen the differentiation between signed and non-signed athletes in the follow-up strategy formulation and promotion activities. In the media age, the importance of new media has been needless to say, but at present Li Ning Co., Ltd. is not well developed and use of

media resources, it is suggested to increase investment in this aspect.

#### (4) Establish the brand tonality of the sponsoring brand itself

Brands should be clear about their positioning, maintain the continuity of market activities, increase product research and development and innovation, create a healthier brand image, and strive to create long-term brand characteristics. Through the sponsorship of sports events, enterprises can cultivate consumers' brand loyalty, enhance short-term brand sales, create awareness and increase exposure. Especially, through the sponsorship of sports events, enterprises can enhance their brand image. From the perspective of long-term development, enterprises can screen sports events, choose high-quality projects that are in line with their own development concepts and brand values, and extend the sponsorship cycle to achieve the conversion of potential customers for a long time. At the same time, sponsoring brands should also continue to develop new products and try to avoid negative press.

## **6 Evaluation and gain of study**

Firstly, in terms of evaluation, Li Ning's sponsorship of the CBA league proved to be a successful branding strategy. This sponsorship not only enhanced the awareness and influence of Li Ning's brand, but also strengthened the brand's connection with its target audience. Li Ning has fully utilized the platform of the CBA league and successfully created a professional and high-quality brand image through its exclusive sponsorship strategy. At the same time, the strategy also provided Li-Ning with the opportunity to cooperate with the CBA league in depth, promoting the development of basketball and realizing the win-win situation between the brand and the event.

Secondly, in terms of learning gains, through in-depth study of the case of Li-Ning's sponsorship of the CBA league, I gained a lot of valuable experience about brand management and sports marketing. I deeply realized the importance of branding and how to build brand awareness and brand image through sponsorship activities. In addition, I learned how to evaluate sponsorship opportunities, develop effective marketing strategies, and manage sponsorship activities to maximize business value. Overall, the dissertation on Li Ning's sponsorship of the CBA league provided me with valuable experience both practically and theoretically. The evaluation aspect proved the success of the strategy and the effectiveness of brand enhancement, while the learning gain aspect gave me a deeper understanding of the key elements of brand management and sports marketing. These experiences and lessons are important guidance for my future study and practice in related fields.

### **6.1 A future view of the subject**

1. Long-term benefit analysis: Future research can delve into the long-term benefits of Li-Ning's sponsorship of the CBA league. Through quantitative and qualitative data analysis, the long-term impact of sponsorship activities on brand awareness, brand image, sales, etc. can be studied in order to evaluate the effectiveness of the sponsorship strategy more comprehensively.

2. Comparative research: Comparative research with other brands or sponsorship

activities can be conducted to understand the uniqueness and advantages of Li-Ning's sponsorship of the CBA league. Through comparative analysis, the key factors and strategies for successful sponsorship can be further refined.

3. Audience perception study: To understand the audience's perception and attitude towards Li-Ning's sponsorship of the CBA league. Through surveys and interviews, we obtain feedback from the audience on the sponsorship activities to reveal how the audience establishes a connection with the sponsorship brand and to understand the audience's loyalty to the sponsorship brand and their willingness to buy.

4. Industry Trends and Impact Research: With the rapid development of the sports industry, future research can focus on trends and changes in the field of sports sponsorship and analyze the impact of these trends on Li Ning's sponsorship of the CBA league. In addition, the application of emerging technologies (such as virtual reality, augmented reality, etc.) in sports sponsorship can be studied, as well as their impact on the way brands interact with their audiences.

5. Cross-cultural research: With the acceleration of globalization, the impact and effect of Li-Ning's sponsorship of the CBA league in different cultural contexts can be further explored. Through cross-cultural research, it can provide suggestions and strategies for the Li Ning brand to expand in the global market.

In summary, future research on Li-Ning's sponsorship of the CBA league can be deepened and expanded in multiple dimensions in order to more fully understand all aspects of the phenomenon and provide valuable insights and suggestions for branding and sports marketing.

## **6.2 Gains of study**

First of all, in the process of learning, this study has given me a deeper understanding of brand sponsorship. Secondly, through questionnaire survey, I learned how to design questionnaires and obtain questionnaire data for my future research. thirdly, It made me understand the status quo and existing problems of CBA sponsored by Li Ning. Finally, I also learned how to summarize and write a paper. This has greatly

improved my thinking on how to make my papers more organized and logical.

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## Appendix

questionnaire

A Questionnaire on the Strategy and Effect of Li Ning's sponsorship of CBA League  
(College Students)

Dear students,

Hello, I have recently finished my dissertation: Study on the strategy and effect of Li Ning's sponsorship of CBA League. I need some data. Thank you very much for helping me complete this questionnaire. It takes about five minutes. All contents of this questionnaire are for academic research only and will not be used for other purposes. Therefore, you need to complete this questionnaire according to your actual situation, thank you very much!

Part I:

1.Your school: \_\_\_\_\_

Gender:

A boy and B girl

2.How many hours per week do you do physical exercise?

A less than 1 hour B 1-3 hours C more than 3 hours

3.Do you have the habit of playing basketball?

A Yes B No

4.Do you have the habit of watching basketball games?

A Yes B No

5.How do you know that Li Ning is the official sponsor of CBA League?

A TV B shop C Internet D CBA match E I don't know

6.How do you get the relevant information about CBA League (multiple options) :

A watch the game in person B through professional sports community websites such as Hupu and C through portal websites such as Tencent and Sina D through sports news and other TV programs, E through chatting between classmates and friends, F basically did not pay attention to

Which of the following players are Li Ning's signed players (multiple selection) :

A Marbury B Yi Jianlian C Zhao Tailong D Sun Yue E Han Dejun F He Tianju G Zhou Peng H Guo Ailun I Li Gen J Wang Zhelin K Zhai Xiaochuan L Liu Xiaoyu M Yi Li N Hu Xuefeng O Wang Shipeng P Zhu Fangyu R Zhao Jiwei S Fang Shuo

7.In the second part, please give your opinion on the sponsorship of CBA League by Li Ning Company according to the degree of agreement, after each measurement value is the selected value

1= Completely disagree

2= more disagree

3= general agreement

4= More agree

5= Totally agree

Measure item	selection value
I have always liked Li Ning, a domestic sports brand.	1.....2.....3.....4.....5
I know Li Ning is now the official sponsor of the CBA League	1.....2.....3.....4.....5
I think the brand image of Li Ning Company is commensurate with the CBA league	1.....2.....3.....4.....5
After Li Ning sponsored CBA, I think their products are more professional.	1.....2.....3.....4.....5
Even if I knew Li Ning was a sponsor of the CBA league, I still wouldn't consider buying its products	1.....2.....3.....4.....5
Li Ning has made good use of CBA sponsorship to enhance its brand value.	1.....2.....3.....4.....5

### Part III.

Please choose your basketball shoes from the following aspects among the four sports brands of Li Ning, Anta, Nike and Adidas

Satisfaction option

1= very dissatisfied 2= relatively dissatisfied 3= moderately satisfied 4= fairly satisfied 5= very satisfied

Li Ning basketball shoes

Option	value
Mass	1.....2.....3.....4.....5
Design (Appearance)	1.....2.....3.....4.....5
Celebrity endorsement	1.....2.....3.....4.....5
League Sponsorship (CBA)	1.....2.....3.....4.....5
Advertising and Concept	1.....2.....3.....4.....5
Price	1.....2.....3.....4.....5

Anta basketball shoes

Option	value
Mass	1.....2.....3.....4.....5
Design (Appearance)	1.....2.....3.....4.....5
Celebrity endorsement	1.....2.....3.....4.....5
League Sponsorship (CBA)	1.....2.....3.....4.....5

Advertising and Concept	1.....2.....3.....4.....5
Price	1.....2.....3.....4.....5

Nike basketball shoes

Option	value
Mass	1.....2.....3.....4.....5
Design (Appearance)	1.....2.....3.....4.....5
Celebrity endorsement	1.....2.....3.....4.....5
League Sponsorship (CBA)	1.....2.....3.....4.....5
Advertising and Concept	1.....2.....3.....4.....5
Price	1.....2.....3.....4.....5

Adidas basketball shoes

Option	value
Mass	1.....2.....3.....4.....5
Design (Appearance)	1.....2.....3.....4.....5
Celebrity endorsement	1.....2.....3.....4.....5
League Sponsorship (CBA)	1.....2.....3.....4.....5
Advertising and Concept	1.....2.....3.....4.....5
Price	1.....2.....3.....4.....5

## **The Effect Analysis Questionnaire of Li Ning Company's sponsorship of CBA League (Club)**

Dear Madam/Sir,

Hello, I have recently finished my dissertation, "Study on the Strategy and Effect of Li Ning's sponsorship of CBA League", and I need to collect the opinions of some frontline staff of CBA club. Thank you very much for taking time out of your busy schedule to help me finish this questionnaire, which takes about 3 minutes. All contents in this questionnaire will only be used for academic research and will not be used in other ways. Therefore, you are required to complete this questionnaire according to your actual situation. Thank you very much!

Part I, your basic information

1. Your club: \_\_\_\_\_

2. Your department and position: \_\_\_\_\_

3. Have you experienced a period of Anta sponsorship: \_\_\_\_\_

4. In the second part, about the effect of Li Ning's sponsorship of the CBA League investigation, please give your opinion after each measured value according to the degree of agreement

1= Completely disagree

2= more disagree

3= general agreement

4= More agree

5= Totally agree

Measure item	selection value
I think the brand image of Li Ning Company is commensurate with the CBA league	1.....2.....3.....4.....5
I think Li Ning has successfully used its role as a sponsor of CBA to enhance its brand value.	1.....2.....3.....4.....5
I think Li Ning as a sponsor has helped improve the CBA league as a whole.	1.....2.....3.....4.....5
I think Li Ning has done a better job than its former sponsor Anta in terms of providing equipment for the event.	1.....2.....3.....4.....5
I think Li Ning has done a better job of promoting its own brand than its former sponsor Anta.	1.....2.....3.....4.....5
When Li Ning becomes a sponsor of the CBA league, clubs will think its products are more professional.	1.....2.....3.....4.....5
When Li Ning became a sponsor of the CBA, the team members would think its products were more professional	1.....2.....3.....4.....5



If you have a more specific comment on the effect of Li Ning's sponsorship of the CBA league, please write it down below and it will become a part of this book

Research is very important reference content. (This content is for academic purposes only)

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Thank you again for taking time to participate in this questionnaire survey. I wish you good health and success in your work

## Interview outline

Interview outline of the head of sports Marketing Department of Li Ning Company

1. Li Ning's sponsorship of the CBA League for 5 years worth 2 billion yuan occurred in the low period of the company's operation. From the perspective of the company, it was

What are the considerations behind a decision? Are there different voices within the company?

2. What specific rights and interests can Li Ning obtain after it is qualified as an official strategic partner of the CBA League? this

Which ones are the most important to the company?

3. Is there a clear plan and expectation within Li Ning for the next five years? What is it?

4. Now the CBA has been in the past three seasons, what do you think you are satisfied with in the past three years and what needs to be improved?

Have you met your expectations overall?

5. Will Li Ning continue to sponsor the CBA League after the contract expires?

6. For the faster and better development of the CBA, you can manage and regulate the league from the perspective of better serving the sponsors

Would you like to make some suggestions?

7. Could you please provide some materials, such as the list of sponsored equipment for CBA players and internal data of sports Marketing Department

To make my thesis more convincing

## **Acknowledgements**

In 2023, I came to the last stop of my school life and my undergraduate study ended. I am grateful to Guangzhou Sports Vocational and Technical College for witnessing my youth and growth. Gratitude is the last chapter of the dissertation and the only part that does not require a literature review. It also means that my college career is coming to an end. I am 21 years old and have a lot of feelings. "Mountains are high and teachers are long." First of all, I would like to thank my thesis advisors, Mr. Mikko and Mr. Kari, who took time out of their busy teaching schedules to review and revise my thesis. During the process of writing my dissertation, whether it was the selection of topic, the preliminary defense or the final draft, my teachers gave me meticulous guidance and valuable professional opinions, which enabled me to complete my dissertation with such interest considerations. Whenever I encountered difficulties or confusion, my teacher would answer my questions and solve my problems. After repeated revisions, my thesis was finally finalized. Spring is in the air, and the mountains are high and the seas are deep. I would like to thank my parents for their encouragement and support throughout my 20 years of education and study. Every step of my journey has been filled with their selfless care and wise teachings. My parents are always the first to encourage me whenever I encounter difficulties. Their love is always the most selfless and generous. Thanks to my friends' company, I feel a lot of warmth. Let's work hard together in the future. I would also like to thank all of you for your care and love since then, giving me an endless sense of security and happiness, supporting my choices at all times, encouraging me on the path of study, and solving my doubts and queries. Thanks to my classmates, their college life is more colorful and without regrets. Take the dream as a symbol and live up to your youth. Finally, I would like to thank myself, every time I stay up late to review my paper, I will cheer myself up, perseverance is victory. In the future, we should keep a heart of learning. Learning is endless. I think it's a long way to go. Also a great tribute to Ms.

Heidi, a wonderful teacher and a wonderful person. I am very sorry for her passing, but I will carry the knowledge that Ms. Heidi taught me with me as I move forward in my life and work.