Research on Social Marketing Strategy of Military Projects of World Military Games

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Abstract: The marketization of military programs of the World Military Games has a certain foundation in Europe and the United States, and the development of the domestic social market is in its infancy. As military sports are known, recognized and selected by more people, the market space is increasing year by year, but its cost investment is high and market development is difficult. Therefore, for military sports, marketing strategy Research is crucial. This paper studies the marketing strategy of the military program of the World Military Games, and analyzes the problems in the research: the main factors affecting the development of military sports society are the relative solidification of the social market, the lack of ways to meet market demand, and the high development and operation costs. so as to put forward corresponding solutions.

1 Introduction

The 7th CISM Military World Games, referred to as the "Wuhan Military Games", will be held in Wuhan, China October 18, 2019 to 27, the 10-day tournament, were set shooting, swimming, track and field, basketball and other 27 major items of 329 small items. By then, there will be ten thousand servicemen from more than 100 countries competing against. Military competition project has its unique characteristics and advantages, under social conditions Games, to be recognized and familiar to more people. In the process of commercialization of these sports industry there is a larger space, the depth of excavation and detailed classification, market research has become a key marketing strategy to promote the market-oriented projects arms race. At present, the market of military sports, socialization has made some achievements, among the extreme sports parachuting, gliding and other sports competitions are derived from military projects, and model aircraft, radio and other activities are also closely related to the military sports. Stage of China's domestic consumption level of residents already have commercialized sports spending power. Depth development project market has become an inevitable arms race, the development of the social market on the rise, while also facing a series of difficulties factors: the practical problems of marketing, market, multi-dimensional development of sports products, etc. need to be addressed, and we must in-depth study and thinking.

2 The Social and Economic Foundation of the Military Marketing of the World Military Games

2.1 Sociological basis

War is an important source of sports development for national security and war preparations, and comprehensively improve the combat effectiveness of the armed forces, but this particular form of sterile body training methods as the main content to take a series of operational and closely related branches can be called military Sports, the earliest known as the defense Sports. Military sports coverage more widely, including parachuting, gliding, model aircraft, shooting, track and field, swimming and other sports, but also includes a number of military physical training courses. Military physical training main contents include: queue training, gymnastics hand, Arrest surgery,
dagger operation, the assassination operation, military boxing, Sanda, apparatus gymnastics, through obstacles, cross-country, hiking, climbing, live CS, military and other Outward Bound. Military Sports has a market potential for development, through effective marketing, you can make more people aware of military sports. Military sports is a sports category with clear concepts and wide coverage. The forthcoming 2019 military sports meeting will be held in Wuhan to a certain extent, which will expand the scope of social cognition of military sports and promote the market demand for military sports. increase. This will help the development of the military sports social market and provide an opportunity for the development of the military sports social market. It will also bring greater opportunities for military sports in the social market.

2.2 Economics Foundation

The basis for effective market development is to satisfy consumer demand. An open market must have competition, and a reasonable competition of enterprises cannot be separated from effective marketing. Marketing means and methods determine the competitiveness of enterprises, and marketing strategy is related to the overall development efficiency of enterprises. Philip Kotler emphasizes the value orientation of marketing: marketing is a social and managerial process in which individuals and groups create and exchange products and values with others to meet needs and desires. The market-oriented concept conforms to the market positioning under the current free economic conditions, which is conducive to better positioning of enterprises and better enhance their own competitiveness. At the beginning of the new century, the American Marketing Association launched a new definition of marketing: marketing should focus on specific groups and stakeholders, so that it can positively respond to marketing and clarify the relationship influence thinking. Making a fuss about market demand, market orientation has become the key to development, and market-oriented thinking should be highlighted in the process of business management.

3. Analysis of the Factors Influencing Social Marketing

3.1 Analysis of key factors in the development of social sports market

3.1.1 Potential market demand

The objective existence of potential market demand is determined by the breadth and expansion of consumer needs of life decisions. In the diversified market environment, demand is broken down, more needs to be created, effective positioning, innovation driven by consumption of goods and services or to become more fit the needs of enterprises must act. Potential demand is essentially unmet customer needs, representing the space in raising as well as inadequate living standards, Through technical innovation and market development, etc., can effectively create demand.

3.1.2 Clear and appropriate income

The behavior of market development is market behavior. For enterprises, it is necessary to make long-term planning, and gradually gain the expected benefits after entering the market. In the process of market development, enterprises must clarify the appropriate income. The input-output ratio must be appropriate and scientific. The new market space has a large profit margin. If the brand value is not highlighted, excessive income will easily lead to the market share of the company. Short-term shrinkage problem.

3.2 Sports military superiority factor in social development market analysis

Only by effectively analyzing and studying a series of opportunities for the development of the military sports social market can we better grasp the opportunities and enhance the socialization and marketization of military sports.

Social awareness lift: military sports among a number of projects, such as hang gliding,
wrestling, etc. gradually been known and accepted. To some extent, contribute to social awareness among the degree of military sports gradually be raised, naturally conducive to promoting military sports community market. People have different needs in sports consumption. The characteristics of military sports can obtain different real feelings from ordinary sports, which makes the value of military sports social market development more prominent.

Public spending power rising: China's rapid economic and social development, the public's overall income levels rising, public spending power gradually. Currently the increasing public spending power makes the development of military sports community markets become the norm, there is good consumer groups such that the depth of development projects and gradually refined with more maneuverability.

Gradually open the market, more and more refined level of service: military sports meet the basic requirements of individual consumption by a higher degree of specialization of services through standardized market model, the consumer market will be more dynamic, better meet the Consumer demand. Market-oriented military sports increasingly high, people can get richer sports goods and services, to refine and standardize services.

4. Military Contest Social Development Market Analysis

Military Sports Social marketing needs to address its popularity and personalized integration and interaction problems. Military Sports social market is still long way to go for most of the market participants, and actively expand the market analysis, starting from the needs of the market, we can achieve better market development.

4.1 Military Sports cure social market

Present sports consumer market is more mature, sports fitness services as the main mode of market patterns have been recognized and accepted by many people, and the military sports because of their nature to pay more attention to personal service and high overall service requirements for Service professional quality of personnel have certain requirements. Such as swimming, rock climbing and other sports, such as high demand for space, people participate in sports also have some limitations, high net worth population is the major consumer groups, and people involved in the military while enjoying sport more focused on young military enthusiasts. Market cured so that new strength is difficult to integrate into an existing market directly to them, how to attract capital and promote social participation in military sports marketing has become critical. For now, the military social sports marketing should be the first to overcome the problem of curing market, the gradual weakening of the corresponding negative impact through industrial development, a set of overall capacity and power to break through barriers and achieve rapid and effective development of the market can be cured through capital investment and markets fine of other ways to be addressed and resolved.

4.2 Way too few to meet market demand

At this stage, although the sports industry has achieved initial results, but for the military status quo sports, still long way to go, in the segmentation process of sports industrialization, military sports tend to belong to more niche products, niche mean consumption crowd, low market demand for heat. Military sports industry is still in its infancy, market development is not in place, the concept of military sports, a lot of people do not know, there is no accurate market positioning so that neither the military integration of sports and mass sports, was not able to form an independent a personalized sports service products. Nondescript military status quo of social sports market development must crack the problem. In the existing military sports, military fight, live CS, military and other field development has gradually popular, accepted by more people, creating a certain market demand, but compared with competing products such as taekwondo, electronic games, travel, with its market demand is still less than normal, there is no more stable demand and
stimulate effective demand is not strong. Overall demand around the issue, must be the key tasks of the military sports market development of society.

4.3 High operating costs and market development

Input costs higher overall military sports, such as hang gliding, parachuting, model aircraft, shooting upfront and daily consumption is not low, Military sports industrialization and commercialization of direct investment issue has become a problem plagued by military sports market-oriented society. Cost factors market development is the reality, the competitiveness of enterprises. The high cost of development of the market is facing resistance, high risks and other obstacles. To skydiving, for example, as a very strong professional extreme sports, business operations project requires a large initial investment, a parachute initial investment clubs are often in the millions, and to organize a parachuting activities of investment is also often reach ten thousands of dollars because of the high cost of the project makes it difficult to promote a wide range of extension services, or how to find more substantial issues such as cost optimization focus needs to be considered, and then actively promote military sports community market, enhance their competitiveness.

5. Military Contest Social Marketing Strategy

5.1 Depth market analysis and research

Market analysis is a critical step in obtaining effective demand or create demand. Market analysis based on a scientific analysis and effective analysis basis. For data collection and analysis is to enhance the quality of market analysis focused way. The advent of the era of big data, companies can better access to information and data, military social sports market development to take full advantage of big data technology, the rapid expansion in the Internet environment, a small crowd at sports such as skydiving, we need to take to create more demand for create demand provide the preconditions. As for the relatively mature military sports such as Iron Man and other sports, to expand the analysis of the terms of penetration, market demand, which will help expand the influence of surface movement. To maintain the normalization of market analysis, it can not be stereotyped, not too casual, should focus on key market analysis, provide the basis for military sports community market orientation.

5.2 Practical product positioning

Military sports market is an important strategy is to develop the social product positioning. Product positioning to highlight the relevance, rationality, early in the development process, accurate product positioning, which will help to convey the influence of the products, so that the audience can get the information at the beginning, more quickly understand the product, but also conducive to business expansion and better marketing provide protection to promote efficient marketing. A contest more projects to pursue their training role, and sports service products in the pursuit of its formation the training effect, but also tend to be profitable. Product positioning is not static things that need to be pay attention to in many ways, to optimize product positioning, so that products can be attractive to long-term, to create classic military sports, focusing on public and minority integration, highlighting its strengths. Product positioning to remain dynamic, in conjunction with changes in the market demand and constantly adjust the product strategy, and gradually expand practical needs.

5.3 To develop targeted marketing programs

Military Sports social marketing to get the depth and sustained development. Develop effective marketing strategy is key initiatives, marketing, military sports products to highlight the product features, to reflect the value of products, marketing to adhere to market-oriented, targeted marketing
can make marketing with more targeted, more good positioning crowd, allow the service to reflect the stronger applicability. Marketing means a lot for sports products, we need to combine the characteristics of products and Create keyword marketing, marketing key measures form. Through a series of measures to gradually open the market door, and expand consumer groups, to continue to meet the development needs of the military community sports market.

5.4 To competitiveness as the goal of cost management

Military sports community needs to maintain the continuity of market development, and enhance market competitiveness to some extent, cost control is the key move. For now relatively high cost of military sports, through better control the cost of adjustment and to enhance the effectiveness of military sports and social development of the market. Cost management to implement all of the market development and operations, to reflect the value of military action sports products, and gradually create a brand effect, enabling enterprises to long-term foothold in the market. Such as hang gliding, skydiving and other extreme sports, sports and military-based development, highlighting the personalized, sports is a high cost, project cost control is the key to further open the market measures and methods, from management to be effective for businesses speech is a top priority, so as to enable more people to understand and accept the military sports, speed up market development speed and efficiency.

6 Conclusion

As a highly specialized sport, military social sports marketing help to highlight its social value. In the market development process visible: military sports marketing opportunities and issues facing coexist, how to solve practical problems, effectively grasp the opportunities for development, are issues to consider. In this paper, by way of a combination of theory and practice expansion, focus, focus on research and refinement of the system is conducive to market development around social Military Sports. We found that the current military sports market faced with market demand, cost control, and many other issues, combined with the actual problem, a good market analysis, product positioning and other effective measures to promote and ensure social Military World Games competition events industries have been phased in over the course of study and grow.

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