

# From Single to Multiple: Research on Brand Building and Marketization of School Wushu Events

Wang Wen

The Physical Education Department of Jilin Institute of Chemical Technology, Jilin, Jilin, 132022, China, China

**Keywords:** Wushu Competition; Competition Brand; Market

**Abstract:** Wushu is an excellent traditional national sport in China. In recent years, with the development of modern Wushu, the marketization of Wushu competitions has gradually appeared on the agenda and been put into practice. For the developed countries with market economy, sports industry has become the main sector of national economy, even the pillar industry of national economy in many European and American countries. The combination of the various actions in martial arts makes them resistant to attack and defense. Martial arts competitions have therefore appeared in the public eye. There are many aspects of martial arts events that need to be improved and improved. One of the questions is how to form a distinctive Chinese martial arts event brand in the future to better develop and expand its influence and market. This paper examines the existing problems on the basis of grasping the development clues by combing the evolution of martial arts events.

## 1. Introduction

As a typical cognitive activity, scientific research activities are always inseparable from the application of research methods. Sociology of sports is a discipline which studies the social phenomenon of sports and reveals the law of its development [1]. The selection and application of research methods are also indispensable in the research process. For developed countries with market economy, sports industry has become the main sector of national economy, and even the pillar industry of national economy in many European and American countries [2]. As an important part of the sports industry, the comprehensive benefits of sports events have attracted increasing attention from all walks of life. The combination of the various actions in martial arts makes them resistant to attack and defense. Martial arts competitions have therefore appeared in the public's field of vision [3]. As a carrier of martial arts culture and carrying forward the martial arts spirit, martial arts fighting competition plays an important role in promoting the development of martial arts industrialization [4]. Objectively speaking, there are still many aspects of martial arts events that need to be improved and improved. One of the questions is how to form a distinctive Chinese martial arts event brand in the future, to better develop and expand its influence and market [5].

Martial arts events are an integral part of sports events. It plays an important role in satisfying the martial arts culture needs of urban and rural residents and developing the overall economic, social and cultural values of martial arts [6]. The martial arts movement has a rapid development speed and great development potential, which has attracted extensive attention from the whole country and the world. As a post-discipline subject in the field of physical education, sports sociology is facing a good opportunity for the vigorous development of sports to provide rich research topics for the study of this subject [7]. The brand management of Wushu competitions has been paid more and more attention by government departments, markets and participants in Wushu competitions. Under the trend of globalization, many foreign sports brand events have landed in the Chinese market [8]. These sports brand events with relatively perfect organizational structure and mature operation mode are like a double-edged sword. Opportunities are manifested in accelerating the market-oriented operation of Chinese Wushu competitions, providing advanced operation mode and management experience for the building of Chinese Wushu brand competitions [9]. This article combs the evolution of Wushu competitions vertically and examines the existing problems on the

basis of grasping the clues of development.

## 2. Opportunities and Challenges in Wushu Competitions

With the continuous development of productivity and economic growth, it also indicates the huge potential of domestic high-level demand consumer market. The lack of market competitiveness in China's Wushu competitions seriously affects the overall efficiency of Wushu competitions and the overall level of development of Wushu competitions. Wushu competitions are the symbols and manifestations of high-quality Wushu competitions. It not only creates material, spiritual and behavioral benefits for Wushu consumers, but also promotes the development of local economy and tourism. Industrial linkages refer to the technological and economic linkages between various inputs and outputs. It includes a variety of tangible or intangible products, or physical form or value form of inputs and outputs. Since the reform and opening up, with the gradual departure of people's material and cultural living standards, people's growing demand for Wushu culture consumption has become prominent in the real society. From the domestic level, most of the current martial arts events are in such a situation of degeneration, that is, the extension of the name of martial arts events is growing.

Compared with the original mode of operation under the system, the commercial sponsorship and market operation of the event have reduced the cost of running the event to a certain extent. Internal resources are knowledge-based tangible and intangible assets associated with the enterprise. Such as trademark brands, patent standards, effective processes, etc. Capabilities specifically refer to the company's unique ability to configure resources and are closely related to the organizational process. Figure 1 is the value chain model of enterprise innovation.

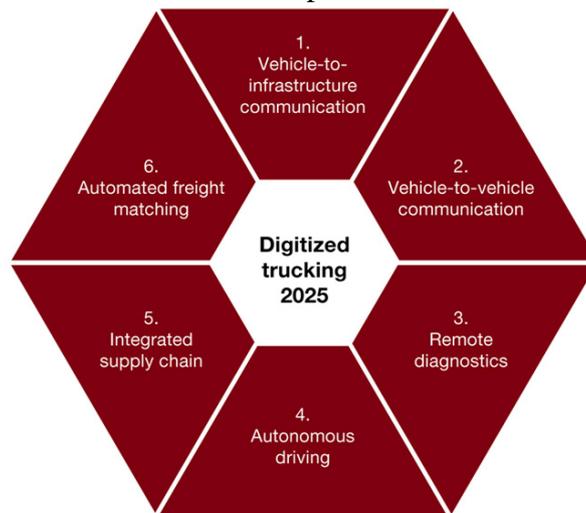


Fig.1. Innovative value chain model

Some Wushu event organizers do not understand the characteristics of Wushu event brand at all, let alone talk about brand building of Wushu event. The rules of Wushu competitions in China are relatively conservative under the influence of traditional concepts, which adopt the point-scoring system. It makes the intensity of Wushu competition and the use of technical and tactical coherence significantly reduced. According to the connotation of industrial association, it is found that industrial association refers to the integration and cooperation of different industries to achieve the common value goal. Different time and space backgrounds, the bottlenecks restricting the development of the industrial chain and the factors of competitive advantage are also constantly changing the dominant power of the entire industrial chain. The content of the event is the key and foundation for the long-term development and development of the competition. Whether it is a martial arts-related event or a competition for other projects, it can be sustained, influential and commercially sponsored and operated. Driven by the government and policies, Chinese professional sports are born out of professional sports and are inextricably linked with professional sports. In a

certain historical period, it was even subject to the development of professional sports.

### **3. Cultural Infiltration and Industrial Value of Wushu Brand Competitions**

#### **3.1. Economic background of cultural infiltration**

In order to occupy a dominant position in this dynamic industrial chain, martial arts brand competitions, as the main body of martial arts brand competitions, must flexibly adjust their links and positions. In order to further explore and expand its brand value, and continuously expand the influence of martial arts brand events. With the increase of research funding and the increase in the effectiveness of research funding, sports sociology should consciously carry out some long-term research projects. As a practice competition in the Chinese martial arts tradition, martial arts events, their content and design, and even rules, should reflect our national traditional characteristics and cultural connotations. If the study of social system in sports system is only a continuous study of sports teams in a certain area. So, it is not scientific to use such research to explain the social system of sports system under a certain system. Attaching importance to content and improving project quality are the problems that must be taken seriously and considered in the development of Wushu competitions in the next step. The emphasis on content is naturally inseparable from the idea of adapting to the market and competition.

#### **3.2. Industrial Linkages of Wushu Competitions**

Any professional sports event, if it can not get more profit than cost from the market, will be bankrupt sooner or later. The supplier of Wushu brand competition content supplies Wushu talent resources, including Wushu training schools, Wushu business clubs and professional sports teams under the national sports department. The logic of the event competition is basically in accordance with the norms of modern competitive sports. The design and expression of the event competition seems arbitrary and non-standard, which does not reflect the characteristics and connotation of traditional Wushu culture. China's fighting industry is in a period of rapid development, and all kinds of fighting events are in full swing, but the appearance of prosperity is hidden under the appearance of prosperity. Sociologists must study the impact of past and current social system structures on competitors. Such a multidisciplinary study also involves the harmonization of subject languages among different disciplines. In terms of the symbolic representation of the packaging design of the event, the characteristics and goals of the martial arts event should be considered. Carefully designed and produced to highlight the characteristics and connotations of national culture.

### **4. Conclusions**

The brand building of martial arts events in China aims to accumulate the brand value assets of martial arts events. Make full use of market advantages in accordance with relevant national sports industry regulations, measures and policy requirements. The public's demand for cultural consumption of martial arts events is so dramatic that the overall value of martial arts events is highlighted. In order to have a market for an event, it is necessary to have a corresponding basis for popularization, so as to attract more people's attention and drive the development of related industries. The martial arts competition was created on the basis of the folk traditions compared with the art and martial arts system and the modern Western competitive sports competition. One of the purposes of the martial arts event was to enrich the national fitness exercise. Cultural infiltration in the value chain of Wushu brand competitions is the integration of Wushu cultural resources with modern entertainment, fashion, science and technology. It penetrates into the whole value chain of the competitions industry through competitions, multi-media and game heroes. Under the impact of the trend of cultural infiltration, the original industrial value chain of Wushu brand competitions began to deconstruct the original industrial structure. As far as the promotion of Wushu is concerned, there is still a lot of work to be done. These are the basis for the good development of future competitions and the source of reserve talents.

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