

Research on Key Factors of Brand Selection of Star Athletes: Take CHAGEE Brand as an Example

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Abstract:

In the era of information explosion and increasingly fierce brand competition, champion image endorsement has become one of the important strategies for enterprises to enhance their brand image and their market influence. Champions, as the top figures in their respective fields, they not only have excellent skills and extraordinary achievements, but also carry the spiritual core of perseverance, the courage to challenge and the pursuit of excellence. These characteristics are exactly the brand values that enterprises are eager to convey to consumers. As the spokesperson, the sports stars have a unique charm and influence. They not only have a wide fan base but also have a high image and credibility in the public mind. The fighting spirit, competitive level, and healthy image of sports stars can often inject more positive energy and trust into the brand. Therefore, choosing sports stars as spokesmen has a significant effect on improving brand recognition and exposure. This paper is committed to studying the relationship between the characteristics of sports star spokesmen and brand identity and brand exposure, analyzing the commercial activities and commercial value of star endorsement of CHAGEE, and studying the spiritual/material pursuit of consumers, which will provide a direction for businesses to choose spokesmen.

Keywords: Athletes; endorsement; commercial value.

1. Introduction

According to a survey on the type preference of Chinese consumers in 2023, as many as 50.91% of consumers choose celebrity endorsements; appropriate spokespersons can increase brand awareness by 25%

and product sales by nearly 35% [1]. From the perspective of market cognition and brand reputation, choosing the right spokesperson is a better way for the brand to achieve sustainable development. The commercial value of star athletes and their performance has exploded in the last three years. The Paris

Olympic Year is not only an important point for athletes to gain market attention and social media discussion but also a golden period for athletes' commercial endorsement. On April 26, CHAGEE announced tennis Grand Slam player Zheng Qinwen as the first "health ambassador". With Zheng's victory, her influence and popularity were further enhanced, and more and more brands began to pay attention to this young and energetic tennis star.

This study focuses on the facts of the Olympic Games and analyzes the significance and value of how to choose the spokesperson of athletes, investigate consumers the brand impression of CHAGEE and the recognition of Zheng Qinwen, aims to understand the Olympic champions impetus to the brand, and have a profound significance to the brands marketing direction and marketing content.

This study adopts the questionnaire survey method and summary method. In the early stage, a large number of data were consulted, and the author finally determined to start from the perspective of consumers as the entry point and analyzed the brand value brought by consumers recognition and trust of the brand. The questionnaire design and text analysis of the five-star model and brand value model are carried out.

The first part is used to collect basic personal information on the gender, age, education level and income of the measured persons. The second part is used to collect the views and credibility of the measured people on Zheng Qinwen. The third part is used to collect the views of the respondents on the quality, popularity and satisfaction of the brand products, The fourth part is the expectation and view of the future of the brand. It aims to analyze the comprehensive views of consumers on Zheng Qinwen's endorsement, consumers' loyalty to the brand and product purchase intention. The questionnaire measures the trust of consumers in the brand through a series of questions.

The spokesperson is a direct source, and the enterprise sends information to the recipient through the coding source. The ultimate goal of this study is to analyze the compatibility of Zheng Qinwen and the brand, analyze the driving effect of Zheng Qinwen on the product sales, and increase the trust of the audience; Similarly, the article will point out the marketing direction of brand endorsement and suggestion to the improvement.

2. Theoretical Analysis

The spiritual pursuit of consumers determines what kind of spokesperson the brand chooses. This cooperation with Zheng Qinwen is not only another milestone in the health of CHAGEE brand, but also sends a signal that the tea industry has entered a new stage of high quality, health and sustainability. Taking the spiritual pursuit of consumers

as the guide, CHAGEE brand chose Zheng Qinwen as the spokesperson this time, not only to cater to consumers pursuit of a healthy lifestyle, but also to convey the core values of the brand. With his unique temperament and strength, Zheng Qinwen has become a representative figure of healthy and high quality in the tea industry. Her image coincides with the concept of health, nature and purity advocated by the brand, injecting new vitality into the brand.

Chinese scholars have analyzed and expounded the strategies of athlete's brand endorsement, pointing out that brands need to consider multiple factors when choosing star athletes as spokesmen to ensure the maximum effect of endorsement [2]. To this end, the brands should assess the market influence and popularity of the athletes. High-profile athletes can quickly attract consumers attention and improve the brands exposure rate. However, popularity is not the only criterion. The brand also needs to consider whether the image of the athletes fits with the brand positioning. Some scholars believe that the fan base of athletes is also an important consideration. Athletes with a huge fan base can bring more potential customers to the brand. Brands can understand the characteristics of fans in the athletes through social media data analysis, so as to judge whether they meet the brands target market [3]. When choosing a brand, it should consider the public image and reputation of the athletes. Athletes plagued with negative news may have a negative impact on the brand image [4]. Therefore, before choosing the spokesmen, the brands should conduct a detailed background check to ensure that the public image of the athletes is consistent with the brand values. Yuan Jianshuang pointed out that sports stars should consider how to make consumers recognize the brand and product quality, and really improve the "perception quality" is particularly critical. From the perspective of sports star endorsement communication activities, how to improve the perception quality and achieve differentiated competition through sports star endorsement activities has become the key to win in the fierce market competition [5].

Athletes endorsement is a long-term development strategy. Scholars believe that brands should actively select the spokesperson of athletes to bring a positive role in promoting the brand. In the later marketing and development work, the brand and athletes also need to cooperate with each other. Xie Tingyu pointed out that if the target audience of the brand is young consumers, it will be more appropriate to choose a fashionable and fashionable athlete as the spokesperson. On the other hand, if the brand wants to establish a professional and reliable image, choosing an athlete with outstanding achievements in the sports field will be more helpful to convey this message

[6]. In addition, brands should also consider the long-term cooperation potential of their spokesmen. Although short-term endorsement can quickly enhance brand awareness, long-term cooperation can better build the trust relationship between the brand and consumers. Therefore, when choosing spokesmen, brands should evaluate the career prospects and future potential of athletes, and select those athletes who can maintain high influence over a longer period of time [7].

3. Research Methods

This paper takes the consumers of CHAGEE as the research object and analyzes the attitude of consumers towards brand products. The questionnaire survey method was used. Understand the basic information of consumers, recognition of spokesmen, image of spokesmen and purchase intention, understand the promotion effect of star athletes on the brand; summarize the existing literature and data. To summarize and organize the existing literature to obtain new knowledge and understanding methods, and to analyze the commercial value of Zheng Qinwen.

3.1 Study Hypothesis

With the increasing attention of consumers to health and quality, the tea market is also changing quietly. More and more brands are starting to focus on the natural ingredients and health attributes of their products, rather than relying solely on advertising and marketing to attract consumers. It is in this context that the brand, through its cooperation with Zheng Qinwen, delivers its firm commitment to the market to the high quality and healthy lifestyle

[8]. The brand also focuses on sustainable development and strives to reduce its impact on the environment. Choosing Zheng Qinwen as the spokesperson is not only to show the healthy image of the brand, but also to convey a responsible attitude towards life. Zheng Qinwen actively advocates the concept of environmental protection in the public, and her image complements the concept of sustainable development advocated by the brand.

This paper proposes three hypotheses, the relationship between athlete characteristics and consumer brand identity. Hypothesis 1: The relationship between athletes performance, sports popularity and brand exposure rate. The more the characteristics of athletes conform to the spirit of consumers, the more consumers identify with the brand.

Hypothesis 2: The athletes personal characteristics are in line with the public pursuit, the greater the brand exposure rate, and the better the product sales.

Hypothesis 3: The higher the product recognition of the brand, the greater the exposure of the brand by the promotion, and the better the product sales.

3.2 Analysis of the Results

A total of 104 valid data were collected in this study. The data analysis results show that the popularity and image of the spokesperson have a significant positive impact on the product sales volume.

3.2.1 Basic information

As can be seen from Figure 1, the age distribution of the respondents is younger, concentrated under 18 and 18-25; 26.96% of the respondents are 26.96%, including the middle-aged group.

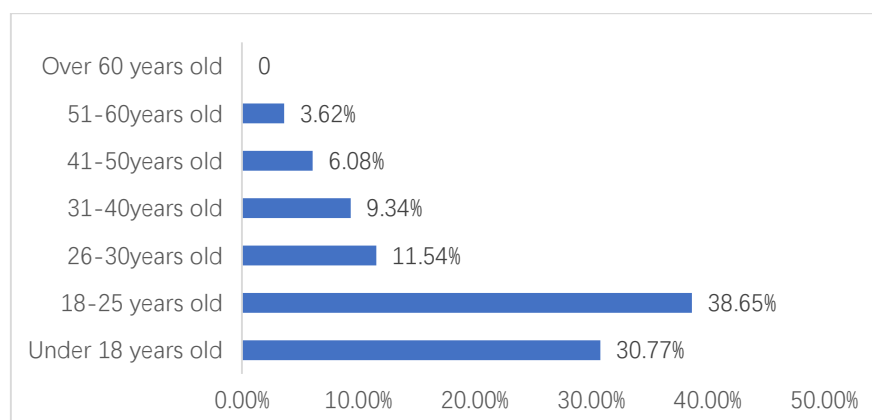


Fig. 1 Respectively, the age of the respondents

As can be seen from Figure 2, most of the respondents are students, accounting for 30.77%, the service industry personnel accounted for 15.38%, and the proportion teachers, medical workers and IT professionals all accounted for between 12% -14%, accounting for the average.

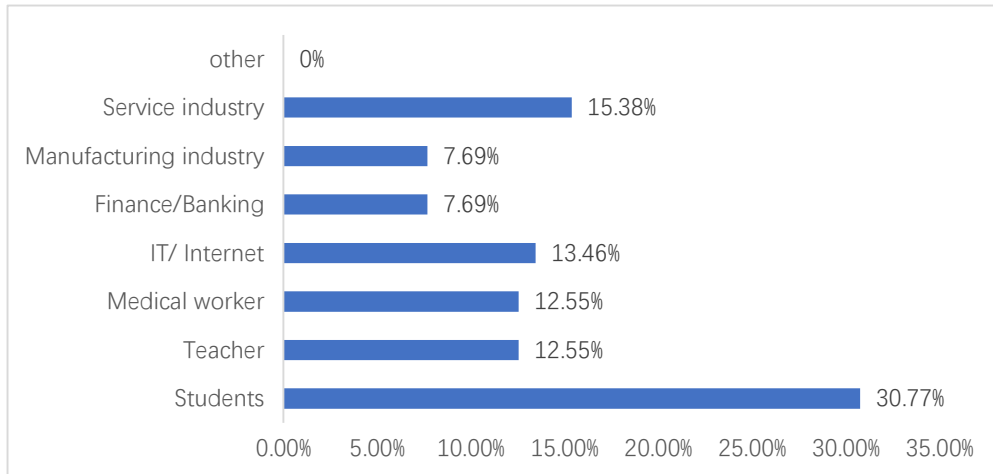


Fig. 2 The occupation of the respondent

3.2.2 Brand recognition of CHAGEE

From Figure 3, Figure 4 and Figure 5, consumers recog-

nition of the brand, product quality and the overall quality of the product were investigated.

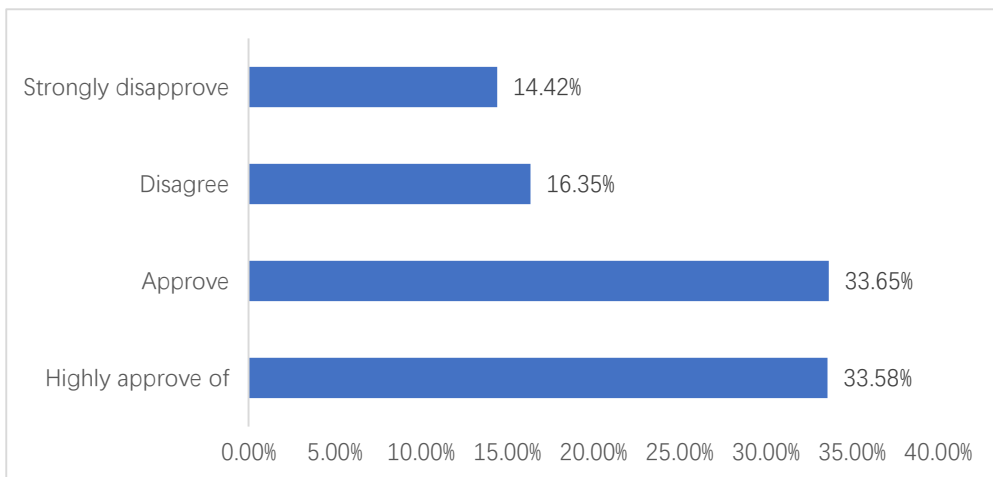


Fig. 3 The recognition of Baji brand

As can be seen from the survey in Figure 3 and Figure 4, consumers have a high degree of recognition and hold a positive attitude towards the brand products and brand reputation. 32.79% of consumers are satisfied with the product quality of the brand; 36.54% are very satisfied

with the product quality of the brand; nearly 30% of consumers have low recognition of the brand products and believe that the products do not meet their psychological expectations.

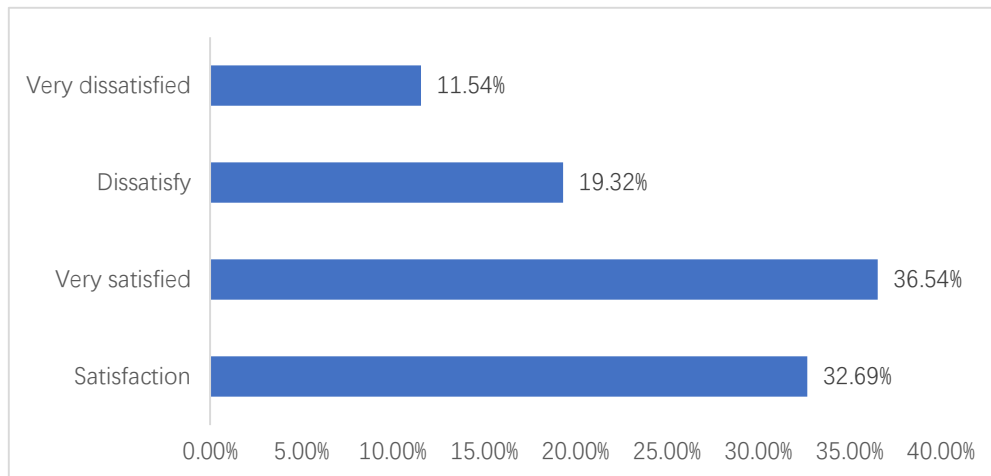


Fig. 4 Quality recognition of CHAGEE products

As can be seen from Figure 5, more than 70% of consumers think that the brand of CHAGEE has a good impression, which indicates that CHAGEE has a good consumer base.

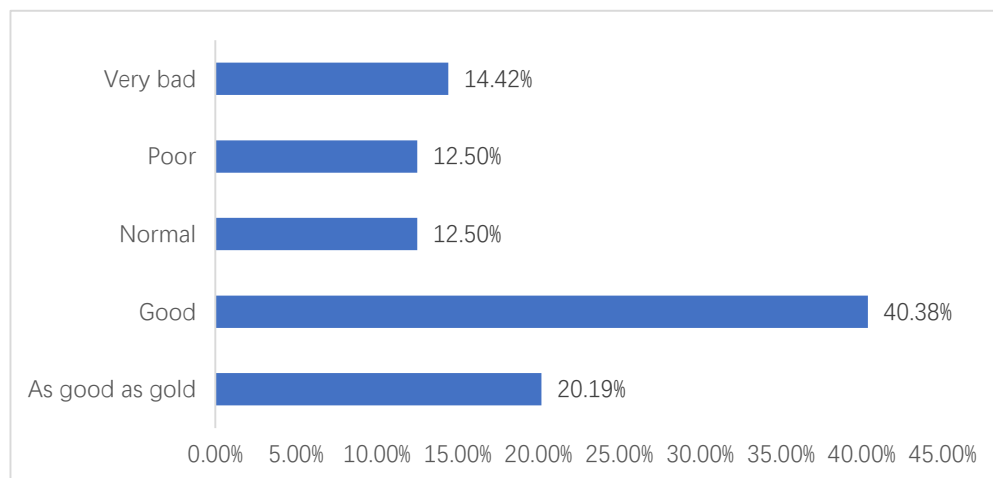


Fig. 5 Brand impression of CHAGEE

3.2.3 Research on the spokesperson of CHAGEE

As can be seen from Figure 6, 63.5% consumers believe that the spokesperson must have a good public image; 60.58% believe that the spokesperson should have cer-

tain market appeal; 53.85% believe that the image of the spokesperson should resonate with the target audience; 35.58% believe that the spokesperson should match the brand image; 28.85% believe that the spokesperson should have good communication skills.

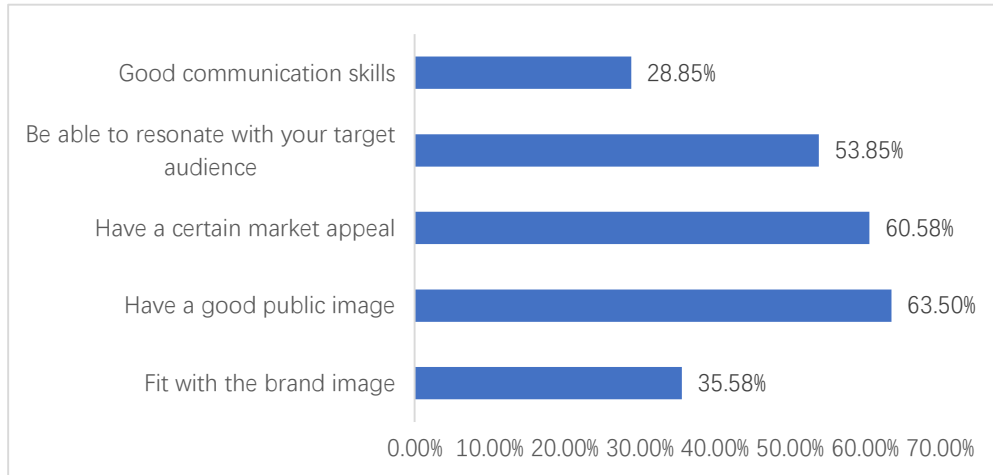


Fig. 6 Factors of consumers choice of brand spokesperson

CHAGEE chose Zheng Qinwen as the brand spokesperson, so the author set up a targeted survey questionnaire. Question: “Do you think the image of Zheng Qinwen is in line with your pursuit of the image of spokesperson?” 67% of consumers think that the image of Zheng Qinwen

is in line with their requirements for the image of spokesperson. In Figure 7, only 32.69% of consumers say that Zheng Qinwen does not meet their comprehensive requirements for spokesperson.

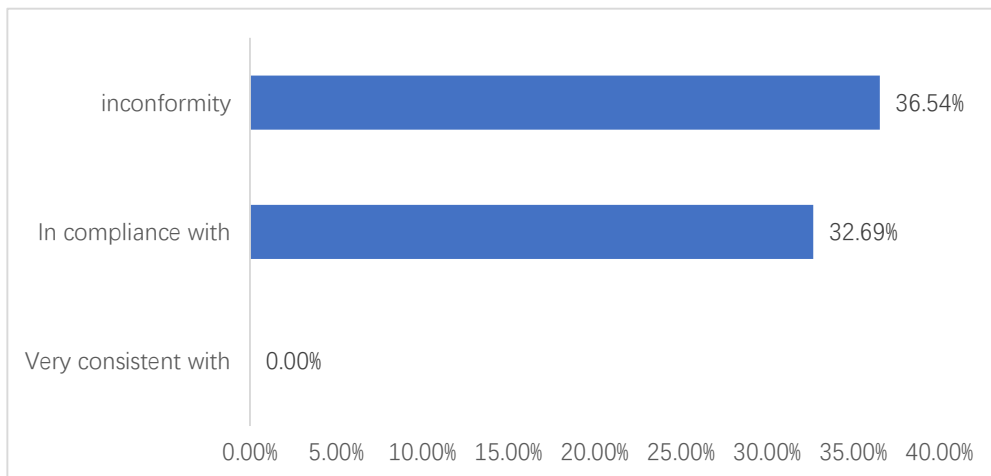


Fig. 7 Consumers recognition of Zheng Qinwen’s spokesperson

Figure 8 shows consumers views on the effect of Zheng Qinwen’s endorsement of overlord tea. 62.5% of consumers say that Zheng Qinwen’s endorsement of overlord tea

can effectively promote product sales, while 8.65% of consumers are neutral; 12.5% believe that Zheng Qinwen’s endorsement has little effect on the brand.

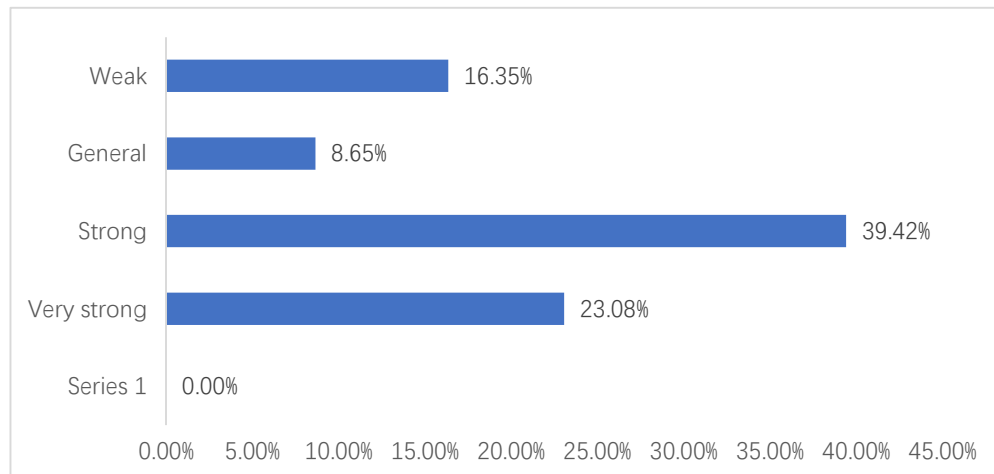


Fig. 8 Consumers views on the effect of Zheng Qinwen's endorsement

Specifically, those spokesmen with high visibility and good image can significantly enhance consumers awareness and purchase intention of the products. In addition, respondents generally said that the fit between the spokesperson and the product is also an important factor affecting their purchase decision. Through scientific data analysis, brands can choose more targeted spokesmen and develop more effective marketing strategies, so as to stand out in the highly competitive market.

4. Suggestions

It can be seen from the questionnaire data that consumers have a high degree of recognition of the products, and most consumers recognize the products of the products, which provides a greater foundation for the later development. In addition, Zheng Qinwen won the Olympic Games, won the unanimous recognition of the masses, Zheng Qinwen and CHAGEE joint marketing, further enhance the brand awareness. Through this successful cooperation, the brand image of Babrand has been significantly improved, and consumer loyalty to the brand has also increased.

Hypothesis 1 is established that the driving force of consumers is mainly the athletes performance, inner spiritual strength, and the fan effect brought by athletes. The more athletes conform to these characteristics, the more the brand identity of consumers can increase.

Assumption 2 is established, brand businesses should carefully choose the spokesmen of athletes to ensure that their image fits with the brand concept. Need a deep understanding of the athletes background, career, and personal character. Choosing an athlete spokesperson that is consistent with the brand values can enhance the credibility and attractiveness of the brand.

Hypothesis 3 holds. In the early stage of endorsement, the

brand should have a certain consumer group and a certain popularity, so that their influence can form a benign interaction with the brand, and further expand the brand awareness and market share. The choice of spokesperson is also crucial, they need to fit with the brand image and target consumer groups to ensure the maximum effect of endorsement.

CHAGEE will adhere to the brand concept of "health, fashion and innovation", constantly optimize the product line, and enhance the brand value. Several new products have received a warm response in the market, especially the low-sugar and low-calorie tea for young consumer groups, which has been widely praised. CHAGEE also pays attention to environmentally friendly packaging, reduces the use of plastic, and supports sustainable development with practical actions.

In the future market promotion, the market competitiveness of CHAGEE is further strengthened, and the brand spirit and sportsmanship are combined to cope with the changing market demand.

5. Conclusion

The result of this study is that Zheng Qinwen's endorsement has certain promotion effect on the brand. Most consumers recognize Zheng Qinwen's endorsement behavior. While choosing Zheng Qinwen, the brand side launched a new product concept according to the long-term goal of the brand, and firmly grasped the communication symbols generated in the brand marketing activities. Through this cooperation mode, CHAGEE not only successfully attracts the target consumer groups, but also deepened customer loyalty to the brand. Consumers cognition of the brand has changed from the pure product quality to the recognition of the whole brand image, which undoubtedly lays a solid foundation for the long-term development of

the brand. CHAGEE takes this opportunity to further build a good brand image. It can be said that Zheng Qinwen, as a spokesperson, has played a very positive commercial influence on the brand, which not only provides valuable reference data for the future research on the effectiveness of brand sports spokesmen, but also puts forward specific and practical suggestions for other brands on how to use the spokesmen for marketing and promotion. Whether it is sports stars or celebrities in other fields, as long as they can complement the brands philosophy and goals, they can generate unexpected positive responses in the market. This study emphasizes that when selecting the spokesperson, the brand should consider a variety of factors, such as the personality characteristics of the spokesperson, public image, fan base and the fit with the brand, to ensure the maximum final marketing effect.

The in-depth analysis of the brand cases provides an important perspective for understanding and evaluating the cooperation between brands and sports spokesmen. It provides a lot of valuable reference significance for the future research on brand sports spokesmen, and also has certain reference significance for the endorsement marketing and promotion of other brands. It provides a useful marketing example for other brands and shows how to transform the influence of sports stars into the competitive advantage of brands.

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