



# National Trend Elements Based on Young Consumers Are Reflected in Sports Brand Product Design

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**Abstract:** This article explores the impact of visual elements used by Chinese sports brands on the shopping behavior of young consumer groups. As Chinese sports brands gain international recognition and market share, it is critical to understand the role that visual elements such as logos, colors and branding play in shaping consumer preferences and behavior. This study combines insights from marketing, psychology and consumer behavior to provide a comprehensive analysis of how these visual elements influence young consumers' choices and loyalty to Chinese sports brands. By delving into this topic, we aim to provide valuable insights to marketers and researchers in the field of sports brand management.

**Keywords:** brand; Chinese sport brand, visual elements, young consumer groups

## 1. Introduction

The comfort and fashion of sportswear have always been favored by young consumer groups. Under today's basic conditions of material satisfaction, contemporary young people's consumer demands are turning more to spirituality and culture. The spiritual and aesthetic needs of young consumer groups are constantly rising, and words such as "appearance is justice" and "good-looking" always occupy hot topics on the Internet. Today, with the continuous development of Internet communication, whether a sportswear brand can stand out among many highly homogenized sports brands, visual element design is particularly important. Visual elements not only play an important role in spreading brand culture, but are also of great significance for consumers to express themselves and speak for themselves. Through the exploration of visual elements, through case studies, visual analysis and other research methods, this article aims to study the value of visual elements in sports brand clothing, analyze the current situation and problems of visual elements in clothing, and explore the innovation of each element. The research results not only demonstrate the current status of domestic sports brand clothing visual element design, but also provide reference for other brands for communication, innovation and integration.

## 2. Current Situation of Chinese Sports Brands

The initial concept of a sports brand appeared in 1895, when Joseph Foster developed the "Foster Running Shoes" which became popular. After the Olympic Committee was established in 1894, the successful hosting of the first Olympic Games two years later gave rise to the rise of a number of sports brands, such as CONVERSE in 1908, FILA in 1926, FILA in 1948 ADIDAS and PUMA, NIKE and KAPPA that appeared in 1972, etc. The production and sales of sporting goods in China began in the early 20th century. It mainly drives the demand for sporting goods through the widespread dissemination of sports events, thereby promoting the popularity of sporting goods. [1] The first independent sports brands to appear were Li Ning (1990), Anta (1994), Xtep (2001), 361° (2003), etc. 2008 was a turning point for domestic sports brands. Since then, Chinese domestic sports brands led by Li Ning have rapidly increased their popularity and occupied a place in the sports market. Looking at the development of sports brands, the entire industry has undergone a major change. Some brands have disappeared due to the huge changes in recent years. Head brands Adidas and Nike still rank first, while China's sports shoes and apparel market has gone from the early exploration and development period to From the brutal expansion under the influence of the Olympic Games to the transformation pains in recent years, we are currently in a golden period of development. Anta, Li Ning, Xtep and other brands continue to expand their share of international sportswear brands, and their influence is gradually strengthening. Step forward to the head position. It is estimated that by 2026, our country's sportswear market will reach US\$27 billion.

## 3. Current Situation of Chinese Sports Brands

From a customer's perspective, names, pictures, colors, typography, slogans, logos, and other symbols are widely used

elements of brand identity because they communicate and provide instant identification of the brand [2]. In developing countries, the role of visual elements in reinforcing corporate brand identity may be even more important. For example, visual elements also play a greater role in consumer decision-making in China than in the United States [3]. Logos and colors are a more effective management tool that elicit desired responses from customers [4]. Visual elements (e.g., shape, color) are perceived based on their technical properties and the symbolic associations they embody (e.g., the softness of a circle or the health of green). Although many visual brand elements have been studied in previous research, they have often been studied in a piecemeal manner in isolation from other brand elements [5]. This dissociation means that there is no empirical examination of the visual whole.

#### 4. The Application of Visual Elements In Sports Brands

A logo is the core visual element in any brand identity. Chinese sports brands invest in designing logos that reflect their core values, culture and aspirations. These logos often contain symbols and images related to sports and exercise. For example, Figure 1 Li Ning’s logo is a stylized gymnast, symbolizing agility and excellence. This visual identity resonates with the brand’s commitment to sport and an active lifestyle. The choice of colors in your brand is a key component of your visual identity. Figure 2 Chinese sports brands often use vibrant color schemes in their branding to inspire enthusiasm, passion and competitiveness. These colors are consistent with the active and energetic lifestyle that domestic and international consumers associate with sports.

As shown in Figure 3, the logo of Anta, another major sports brand in China, uses a unique font. Compared to Li-Ning, the font is relatively simple, with clean uppercase letters. The rounded edges of the font create a friendly, approachable visual style that complements ANTA’s brand positioning of catering to a wide range of sports and active lifestyles. The simplicity of the font also indicates reliability and accessibility.



Figure 1. Li Ning logo.



Figure 2. Anta sneakers.



Figure 3. Anta logo.

### 5. Case Studies and Visual Analysis

#### 5.1 The reflection of different visual symbol elements in sports brands

ANTA’s “Crazy” collection prominently incorporates the brand’s logo into its visual identity. As shown in Figure 4, the ANTA logo usually represents the brand name in bold capital letters. This font choice exudes strength and reliability, in line with ANTA’s commitment to performance and quality.

The simplicity of the logo and the use of capital letters convey a serious, confident image. Clear and bold fonts are memorable and easy to recognize. It becomes a visual cue for consumers to identify the “Crazy” series of products and strengthens the brand image.



Figure 4. Anta “crazy” series of logos.

The color schemes of the “Crazy” series (Figure 5) are often bold and dynamic, focusing on bright colors. These color choices resonate with the energy and passion associated with movement and movement. Anta often uses contrasting colors such as white, green (and fluorescent colors), orange, and gray to increase visual impact. The bold and vibrant use of colors in the “Crazy” series visually conveys a sense of action and movement. Vibrant tones set the collection apart from more traditional or understated sports products, attracting the attention of young and energetic consumers.



Figure 5. Anta “crazy” series of color.

“Crazy” series (Figure 6) is known for its innovative and visually striking designs. This includes the use of bold graphics, patterns and materials designed to attract attention and convey a feeling of uniqueness and individuality. Innovative designs and graphics in the “Crazy” series make these products stand out in a highly competitive market. Bold and visually appealing elements convey a sense of excitement and avant-garde style that appeals to younger consumers seeking a blend of performance and aesthetics in sportswear and footwear.



Figure 6. Anta “crazy” series of graphic.

## 5.2 The use of color in visual elements of sports brands

The Chinese Li-Ning series is the first work of the Li-Ning brand to create a national trend. The colors adopt traditional Chinese colors of red, black, and yellow (Figure 7). There is a color in China that must be Chinese red. Li Ning’s use of red not only highlights the confidence of traditional culture, but also attracts eyeballs and establishes communication with consumers. Color is the fastest spreading visual element that people can notice. Therefore, thanks to traditional color matching, China’s Lining quickly differentiates itself from other sports brands, creates a unique visual experience, and attracts young consumer groups.



Figure 7. Li Ning sportswear.

## 5.3 Use of fonts in sports brand visual elements

Figure 8 Anta’s “Going Crazy” series is an important bridge between Anta and young consumer groups. The rising national trend movement in the past two years has further enhanced young people’s cultural confidence. Therefore, the “Going Crazy” series mostly uses calligraphy fonts. Calligraphy fonts are an indispensable part of traditional Chinese culture. The

strokes of calligraphy fonts have strong tension and obvious contrast between straight and straight, which is in line with the subject of “going crazy” and is more in line with the cultural confidence and personal expression of today’s young people.



Figure 8. Anta product font elements.

#### 5.4 The use of graphics and images in sports brand visual elements

In Figure 9 of the “Go Crazy” series, the prominent lines of the upper are mostly streamlined with strong contrast between straight and straight, expressing the intention of not being restricted and having the courage to break through. The overall shape looks like an explosion, which fits the theme. NBA star Klay Thompson is selected as the spokesperson in the image. He is well-known and interacts with young people more, which is very consistent with Anta’s brand personality of being friendly to the people but with individuality.



Figure 9. Anta “crazy” series.

#### 5.5 Use of typography in sports brand visual elements

The visual layout of the “Go Crazy” series of T-shirt products mostly adopts a contrasting modernist design style, with obvious contrast, high element jump rate, and clear and prominent themes (Figure 10). Level two or level three text has clear levels and large character spacing, adding six hundred to create a sense of breathing and high-end. The overall layout is concise and the white space is complete.



Figure 10. Anta “crazy” series.

### 6. Conclusions

In the competitive landscape of the sportswear and footwear industry, Chinese sports brands have demonstrated their ability to attract the attention of young consumer groups. Introduction Visual elements such as a strong logo and attractive

color scheme, based on an internationalist graphic typography style, traditional calligraphy fonts and Song fonts play a key role in shaping young consumers' shopping behavior, brand loyalty and purchasing decisions. Understanding the impact of these visual elements and the factors that influence their effectiveness is critical for Chinese sports brands looking to maintain and expand market share. Future research can explore more deeply the psychological and emotional aspects of the relationship between visual elements and consumer behavior, providing more precise strategies for Chinese sports brands to target young consumer groups.

## Conflicts of Interest

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