

Statistical analysis of china sports industrial listed companies' development influence factors

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Abstract: Intro: From the perspective of Chinese corporate system development history, the emergence of Joint Stock Company is another milestone in corporate system development; it brings company development into a new field. In the past decades, listed companies, as a new word, just has entered into Chinese market, while sports industry listed companies haven't developed until recent years, by far sports industry has become the liveliest, most potential industry in global entertainment industry. **Methodology:** By means of factor analysis, the analysis and definition of competitive strategic factors of Chinese sports industry listed companies are analyzed. **Results:** Respectively research from sports industry listed company's competitive strategic factors and strategic performance. By analyzing and defining Chinese sports industry listed companies' competitive strategic factors, and then combining them with strategic performance to analyze and judge. **Conclusion:** In future Chinese sports industry listed companies' development process, it should enhance its own competitiveness, make full use of effective strategic factors, such as companies should more focus on innovation and research and development, innovation is an inexhaustible motive force for a company constantly development, therefore it should increase investment in research and development designing, have innovations in techniques.

Key words: sports industry, listed companies, competitive factor, sports brand, factor analysis

1. Introduction

With the development of social economy and the improvement of people's living standards, sports have grown into a kind of common way in people's sports recreation and entertainment, sports itself possessed economic cultural values under the trend have increasing stand out, and sports industry has emerged under such environment. In western developed countries with faster development, sports industry has become huge contributions to national economy growth, while for China that its sports industry just developed in recent years, its competitiveness was obvious deficient, which have bigger gap with other countries sports industry development (Chen & Zhang, 2016).

To impel Chinese sports industry development, general office of state council issued "Guiding opinions on speeding up developing sports industry", National People's Congress deliberated and passed "The People's Republic of China's national economy and social development the twelfth five years' program outline", General Administration of Sport of China issued "Sports development 'the twelfth five years' program" and other important documents, put great emphasis on developing Chinese sports industry, highly focused on sports industry listed companies, and provided beneficial environment for its development so that drove Chinese national economic development (Li et al., 2016). China news Oct.20th, 2014 the Chinese government net published " State council's several opinions on speeding up developing sports industry to drive sports consumption ", National development 2014 No.46 Opinions pointed out that it should speed up government functions transformation, further streamline administration and delegate power, and lift nationwide fitness to

state strategy, regard sports industry as green industry, sunrise industry to foster and support, eliminate industrial barriers, and clear policies' obstacles (Zhang & Peng, 2017). Overall development target is to basically establish reasonable layout, perfect functions and complete categories' sports industry system until 2025, let sports product and service to be more abundant, market mechanism constantly perfects, consumption demands become more and more energetic, promotions to other industries obvious enhance, sports industry gross scale goes beyond 5000 billion Yuan, and becomes the important strength to drive economic society continuous development (Li et al., 2017). In contemporary world, domestic and foreign sports market competition has become more and more intense, western countries development is faster, which already has international famous sports brands as Nike, Puma, Adidas, NBA and else and they have considerable strong competitiveness, and then it brings into pressures to Chinese sports industry development, present Chinese sports industry most important thing is to promote its own competitiveness, effective utilize strategic factors, improve its strategic performance, foster a group of sports backbone enterprises of international competitiveness, and create sports product brands with Chinese characteristics and international impacts (Liu, 2013).

Due to fierce competition, lots of big companies have more and more adopted strategic mixing ways, from which included strategic factors also get involve in more fields, Hu Shu-Hua presented product innovations' organizational factor, dynamic factor, object factor, force factor, subject and other factors. Xiang Bao-Hua thought strategic mixing mainly surrounded with market network, management group and social resources and other elements, adopted effective strategies, let them to coordinate and cooperate, give their roles into play and then he accordingly put forward views of "Mixing is one of strategies way out". With continuous development of economy, under new competition environment, customers' position has also changed, and gradually formed into itself unique values, become one of important strategic factors in sports industry listed companies' competition, and attracted more and more scholars researches (Zhang & QIN, 2012). Therefore, lots of scholars presented competitive strategy that took customers' values as standard. Such as Qin Rong-Fang put forward that enterprises should center on customers' values, Ren Xue-Feng thought that an enterprise can meet customers' demands to provide high quality services for customers, which is so-called customer value strategy, so that enterprises have competitive advantages; Liu Li-Gang put forward that enterprise should carry on scientific management on customers' values of strategic advantages (Peng, 2010). These researches provide theoretical supports for listed companies' strategic development to provide scientific basis for realizing strategic performance.

2. Evaluation models' establishments

Due to by far academic circle has not yet come to terms in delimitation of sports industry, in the paper, sports industry refers to enterprise aggregate that produces and operates sports commodities, it includes tangible sports material product, and also includes offered intangible sports service, which mainly includes sports entertainment activity, sports news report, sports competitions, sports lottery, and media, financial industry, insurance industry that closely links to other industries, therefore sports is a kind of industries that gets involve in extensive fields and possesses considerable big market values and development prospects (Zhou et al., 2012). Since reform and opening-up, Chinese economy has gained rapid development, sports industry has also made contributions, according to statistics, from 2009 to 2011, sports industry has developed with annual average over 20% increasing speed that is far higher than overall economic growth level, is of very broad development space, and will become Chinese competitive advantages in domestic and foreign markets. Below Table 1 is sports economic growth situation in three years.

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Table 1: Sports economy growth situation

Year	Sports industry added value(Hundred million Yuan)	Proportion of GDP
2009	982	0.46%
2010	1265	0.49%
2011	1555	0.52%

For the above data Table 1, the two axis columns are shown, as shown in Figure 1.

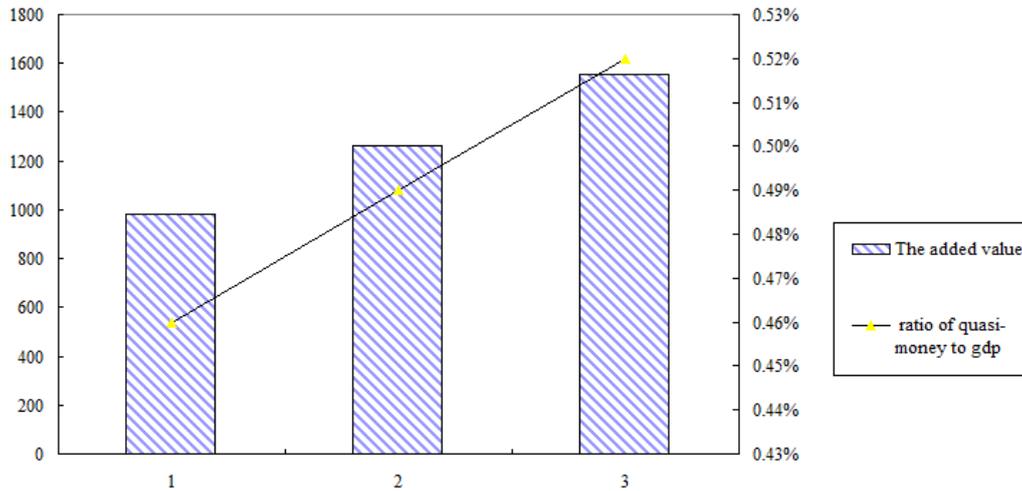


Figure 1. Our country sports industry economic income

The paper selects eight listed companies (Anta company, Li Ning company, X-step company, 361 degree company, Peak company, China sports industry, Toread, China Dongxiang), takes a series of researches on their recent years' companies operation, companies performance estimation, competition strategic selection and companies monitoring, applies document literature approach, factor analysis, regression analysis and logic analysis approaches, and conducts scientific analytic demonstration on Chinese sport listed companies competitive strategic factors from theory to practice. Target at sports industry listed companies' main financing, it makes investigation, specific data is as following Table 2. For each of the above data, a bar chart is made, such as Figure 2.

Table 2: Sports industry listed companies' main financial indicators

	Year	Sales gross profit rate	Gross assets yield rate	Net profit margin on sales	Earnings per share	Flow ratio	Quick ratio	Assets debt ratio
China sports industry	2009	19.13	8.6	23.74	0.19	1.61	0.89	60.25
	2010	30.82	9.87	22.14	0.25	1.74	0.83	49.92
	2011	14.87	3.14	6.76	0.06	1.5	0.74	56.88
	2012	21.17	5.8	13.95	0.09	1.76	0.8	59.28
Anta	2009	33.46	19.6	24.51	0.25	8.62	7.71	10.37
	2010	39.95	18.69	20.73	0.36	9.42	8.7	9.34
	2011	42.09	22.74	26.13	0.5	5.63	5.2	15.83
	2012	42.8	23.7	28.75	0.62	4.94	4.55	18.76

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Li Ning	2009	47.9	19.17	10.9	0.46	2.22	1.7	37.26
	2010	48.14	20.44	10.84	0.7	1.35	1.04	51.83
	2011	47.33	19.96	11.56	0.91	1.7	1.36	46.78
	2012	47.28	18.96	11.94	1.06	1.77	1.43	45.76
361Degree	2009	2.43	2.66	2.31	0.1	1.51	1.21	51.4
	2010	2.57	2.17	2.02	0.1	1.28	1	51.98
	2011	4.91	4.34	4.35	0.17	1.44	1.15	47.5
	2012	3.65	3.63	3.07	0.16	1.06	1.75	52.02
Peak	2009	30.16	27.62	62	0.11	1.62	1.29	54.57
	2010	32.7	48.57	64.16	0.25	2.05	1.75	46.04
	2011	37.74	20.93	33.28	0.36	8.35	7.78	11.7
	2012	38.04	23.62	25.36	0.39	5.6	5.1	17.1
X-step	2009	32.47	31.12	16.26	0.15	1.91	1.43	69.03
	2010	37.12	24.3	17.72	0.27	4.83	4.38	19.54
	2011	39.14	18.72	18.26	0.3	5.35	4.93	18.03
	2012	40.65	20.54	18.26	0.37	4.46	3.94	21.75
China Dongxiang	2009	58.4	20.74	42.87	0.16	18.45	18.17	5.16
	2010	58.51	20.24	41.17	0.24	11.84	11.44	7.87
	2011	60.43	19.85	36.77	0.26	22.65	21.49	7.05
	2012	59.74	19.48	34.35	0.25	20.17	19.48	10.45
Toread	2009	14.09	35.02	15.05	1.1	1.36	0.58	62.49
	2010	15.65	27.95	20.59	0.25	2.31	1.33	44.42
	2011	15.77	9.64	12.63	0.41	6.51	5.58	14.32
	2012	14.98	10.81	9.3	0.4	3.84	3.14	20.35

From above analysis, it is clear that Anta company, Li Ning company, X-step company, 361-degree company, Peak company, China sports industry, Toread, and China Dongxiang these eight companies, distribution conditions of earnings per share from 2009 to 2012 indicates that Li Ning company development is the best.

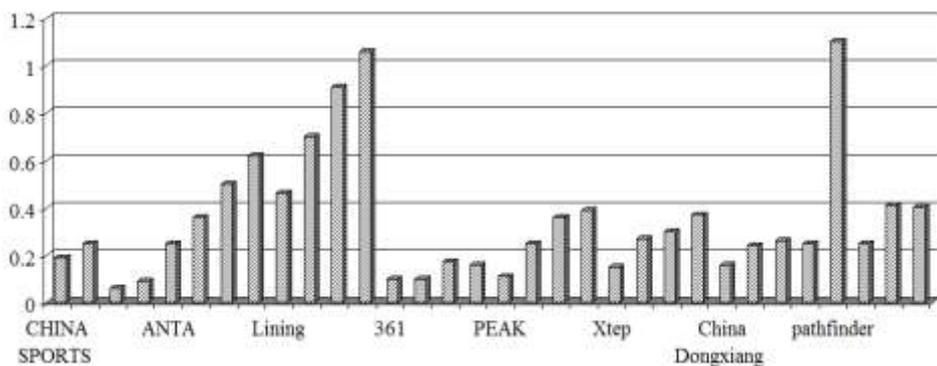


Figure 2. The sports industry the main financial indicators of listed companies

2.1 Research theoretical basis

Domestic and foreign countries have carried out lots of researches on strategic theory, such issue has also attracted researches from scholars at all circles and experts, domestic experts and scholars based on Chinese conditions to make lots of researches on listed company's competitive strategic problems, and put forward respective opinions and thoughts from different perspectives. Among them, regarding strategic connotation, Zhou San-Duo pointed out that listed company's competitive strategy mainly referred to company material product and provided services participated in market competition orientation, policies, target and its strategy. Xu Er-Ming thought that competitive strategy referred to strategy that formed by company for the purposes of correct analyzing and enterprises' positions in competition. Since eighties of 20th century, era has increasingly developed, enterprises competition has also become more and more fierce, competition strategic connotation has also changed, in order to obtain beneficial position in fierce market competition, enterprise have adopted various competitive strategy, they have respectively given their advantages into play. Among numerous enterprises' competition strategic researches, Potter presented three basic strategies (including low cost, differences and goal gathering), have exerted great impacts on domestic partial listed companies, and they gradually become enterprises' basic competitive strategies.

Due to fierce competition, lots of big companies have more and more adopted strategic mixing ways, from which included strategic factors also get involve in more fields, Hu Shu-Hua presented product innovations' organizational factor, dynamic factor, object factor, force factor, subject and other factors. Xiang Bao-Hua thought strategic mixing mainly surrounded with market network, management group and social resources and other elements, adopted effective strategies, let them to coordinate and cooperate, give their roles into play and then he accordingly put forward views of "Mixing is one of strategies way out".

With continuous development of economy, under new competition environment, customers' position has also changed, and gradually formed into itself unique values, become one of important strategic factors in sports industry listed company's competition, and attracted more and more scholars researches. Therefore, lots of scholars presented competitive strategy that took customers' values as standard. Such as Qin Rong-Fang put forward that enterprises should center on customers' values, Ren Xue-Feng thought that an enterprise can meet customers' demands to provide high quality services for customers, which is so-called customer value strategy, so that enterprises have competitive advantages; Liu Li-Gang put forward that enterprise should carry on scientific management on customers' values of strategic advantages. These researches provide theoretical supports for listed company's strategic development to provide scientific basis for realizing strategic performance. As Figure 3 shows.

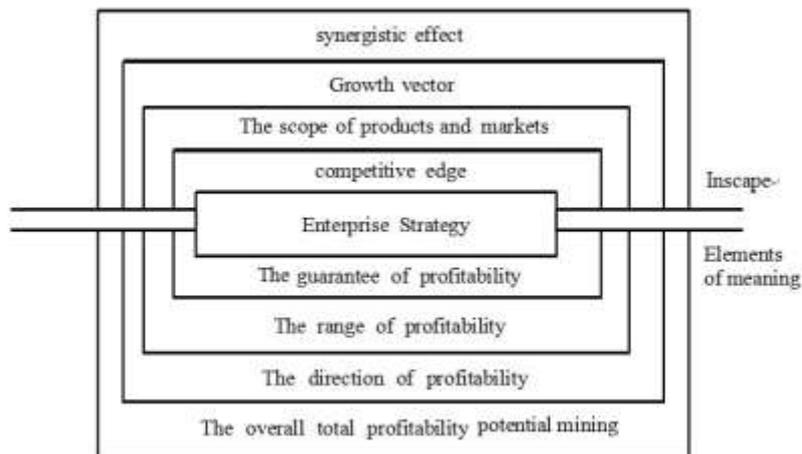


Figure 3. Enterprise strategic elements and significance

For Li Ning Company of the best efficiency, it analyzes their company strategies, strategic business unit strategy, functional strategy and compare, their comparison result as Table 3.

Table 3: Company strategy, strategic business unit strategy and functional strategy comparison

Name	Attribute	Aim	Features	Creator
Company strategy	Overall strategy	Decide what to do	Instructive, programmatic	Company top managers
Strategic business unit strategy	Sub strategy	Define what to do	Structured, competitiveness	Department managers
Functional strategy	Implement strategy	Highlight to do the best	Optimized, operability	Functional managers

2.2 Model establishment

Contemporary Chinese sports industry listed company’s competitive strategic factors have played an important role in deciding whether company strategic making and company can be succeeded or not, they not only are foundation in making strategies but also are crucial to obtain strategic success. It includes company internal factors and external factors two aspects, while classifying from levels, it can be classified into three factors to explore: company level factor, macro level factor and industrial level factor. Company level factor takes over Resource School and Capacity School research thoughts, itself belongs to company internal factor, including company possessed resources, and covering a company executive capacity, and we mainly research strategic field ere, so it specially refers to strategic resources and strategic capacity, the latter is also called core competitiveness. Macro level factor mainly refers to macro external factors regarding company strategies making and whether those can be successful or not, such as domestic and foreign dominant development trend and others all will be strategic factors that should consider, all will affect company’s strategic performance. According to Potter’s competition advantageous theory, which is also “five forces” model we often discuss; macro layer factor accordingly deduces five main strategic factors inside industrial layer, they respective give different functions into play. As following Figure 4.

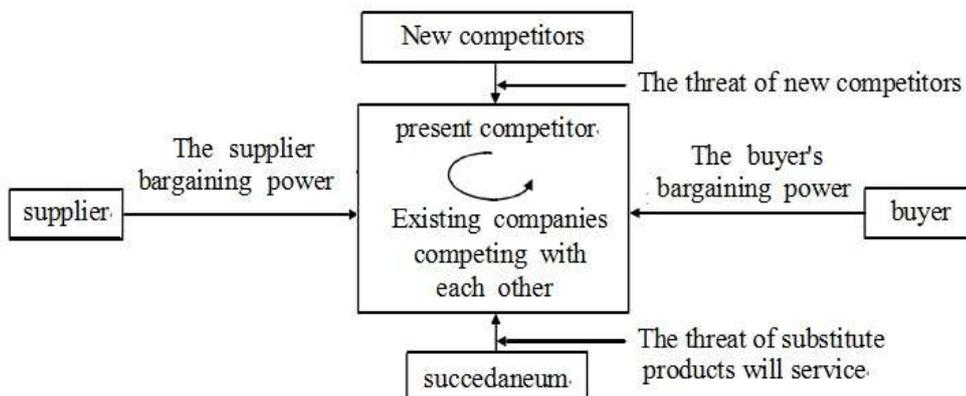


Figure 4. The sports industry of five competitive forces

Here, we mainly research strategic aspect, therefore it specially refers to strategic resources a strategic ability, the latter is also called core competitiveness. Macro level factor mainly refers to macro external

factors regarding company strategies making and whether those can be successful or not, such as domestic and foreign dominant development trend and others all will be strategic factors that should consider, all will affect companies' strategic performance. According to Potter's competition advantageous theory, which is also "five forces" model we often discuss; macro layer factor accordingly deduces five main strategic factors inside industrial layer, they respective give different functions into play. Respective factor indicators are as following Figure 2.

Table 4: Sports industry structural theory-based listed companies' strategic factor

Factors types	Factors indicators
Competition with existed competitors	Sports industry listed companies amount Sports industry listed companies scale Sports industry listed companies market share Sports industry listed companies product quality, color Sports industry listed companies promotional strategy Sports industry listed companies marketing channel strategy Sports industry listed companies post-service Sports industry listed companies price strategy
Threats from new competitors	New sports industry listed companies product price New sports industry listed companies technical level New sports industry listed companies product quality characteristics New sports industry listed companies scale New sports industry listed companies promotion means New sports industry listed companies competition way
Supplier bargaining capacity	Supplier company scale Supplier negotiation capacity Supplier company monopolized extent Supplier price strategy
Buyer bargaining power	Information transparency Buyer economic strength Buyer monopolized extent Buyer value idea Information symmetry
Alternatives threats	Alternatives price Alternative extent(marginal rate of substitution) Alternatives productivity Alternatives publicity

For domestic sports industry listed companies, they have enough resources to utilize, effective apply these resources, transform them into powerful competitive strategic factors, which mainly relies on how managers utilize these resources, let them functions to play to the maximum extent so that also brings huge strategic performance for companies. We divide resources into two main types, one is tangible resources, the other one is intangible resources, and specific classification can refer to below Table 5.

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Table 5: Sports industry listed companies’ available resources distribution table

Resources types		Resources factors
Tangible resources	Financial resources	Internal capital
		Borrowing power
	Organizational resources	Report system
		Planning, controlling, coordinating system
		Workshop
	Real object resources	Equipment
		Location
		Raw materials’ sources
	Technical resources	Patent
		Trademark
Copyright, trade secret		
Intangible resources	Human resources	Supporting, trust and administrating capacity
		Organizational convention
	Innovation resources	Originality
		Science and technology capacity
	Reputation resources	Innovation capacity
		Customers’ reputation
	Brand	
	Supplier reputation	
	Relation and exchanging	

(Table 5 source: Michael A Hitt, strategic management, China Machine Press 2005:57-58)

Chinese sports industry listed companies competition strategic performance also gradually changes as economy develops from initially focusing on cost management to present diversified trend development, its basic element mainly includes four aspects, first is financial benefit condition that lies in core position, it reflects companies economic effectiveness and operator performance, is guarantee that a company can run; second is capital operation condition, reflects sports industry listed companies utilization rate to limited economic resources, follows certain rules to run, just on the constantly running process, company can get benefits, companies production condition and operator management level reflect here, so assets operation condition exerts important functions on company performance improvement. Third is debt paying ability condition, which reflects company economic strength and financial condition, under market economic system, almost every company takes out loans, and there are risks with loans, therefore debt paying ability can well reflect a company financial risk ability and refunding space and ability. The last item is development capacity condition, it reflects company future development condition, can bring into long-term values that is related to companies’ future continuous survival capacity, future values that can carry out well evaluation on companies’ long-term strategic performance. In order to make scientific evaluation on Chinese sports industry listed companies’ strategic performance, we construct effective strategic performance evaluation system as following Figure 5.

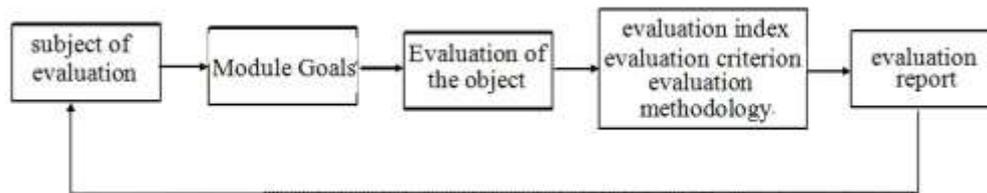


Figure 5. The elements of sports strategic performance evaluation system of listed companies' analysis diagram

2.3 Research results and analysis

The paper takes China sports industry listed companies as research objects, analyzes listed companies possessed competition strategic factors, and how to give these strategic factors into play, solve listed issues that listed companies confront in development process, let listed companies to remain invincible in fierce competition so as to achieve the purposes of upgrading strategic performance.

In future Chinese sports industry listed companies development process, it should enhance its own competitiveness, make full use of effective strategic factors, such as companies should more focus on innovation and research and development, innovation is an inexhaustible motive force for a company constantly development, therefore it should increase investment in research and development designing, have innovations in techniques, management system and culture to inject new vitality to companies constantly development to improve companies comprehensive competitiveness.

Contemporary market competition becomes fiercer and fiercer, and accordingly it generates some defective phenomena, such as sports goods homogenization phenomenon, produces more and more alternatives, at this time, Chinese sports industry listed companies should focus on differentiation strategic implementation, looks for highlights, break through personality, and meanwhile should also form into sports goods quality difference, use their unique features to attract consumers and upgrade own brand competitiveness.

It should raise funds through multiple channels, multiple forms, and multiple levels to expand companies' capital. Expand its production scale so as to expand company operational performance, at present a company capital scale gets bigger and the company strategic performance will be better. Nowadays, market competition constantly increases, a company's management capacity has also become competition strategic factor, and so company should increase management strength, and improve company operational capacity.

3. Conclusion

To explore Chinese sports industry listed companies competition strategic factors, the paper selects eight listed companies (Anta company, Li Ning company, X-step company, 361 degree company, Peak company, China sports industry, Tread, China Dongxiang), carries out scientific and objective analysis on their recent years' main economic revenue conditions, with strategic resource school, capacity school and industrial structure school three main schools' theories as basis, summarizes Chinese sports industry listed companies competition strategic factors, and builds corresponding strategic performance evaluation system, puts forward competition strategic factors to be beneficial to Chinese sports industry listed companies beneficial development, by questionnaire survey, presents measures with targeted and operability to reduce troubles that sports industry listed companies come across in future operation and development, propel to Chinese sports industry accelerated development, let them to become improved contribution strength in national economy.

Though Chinese sports industry listed companies' competitiveness is relative weaker, compare o

developed countries, Chinese sports industry contributions to national economy is lower, and still has a big gap with other countries. But for the reasons why on earth these cases appear, it respectively researches from sports industry listed companies' competition strategic factor and strategic performance. By analyzing and defining Chinese sports industry listed company's competition strategic factors, analyze and judge them and combine with strategic performances, put forward competition strategic factors that can reinforce Chinese sports industry listed companies to improve Chinese sports industry listed companies' competitiveness and gain better strategic performance.

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