

THE CURRENT STATUS OF BRAND POSITIONING, BRAND VALUE, PERCEPTION OF DESTINATION, AND BRAND LOYALTY IN THE BRAND BUILDING OF THE TOUR OF ZHONGYUAN ROAD OPEN CYCLING CHAMPIONSHIP

Qian Peng ^{1*}, Nuttavut Phonsri ²

^{1,2}*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*
E-Mail: s64584950008@ssru.ac.th ^{1*}, *nuttavut.ph@ssru.ac.th* ²

ABSTRACT

Objective: This study aims to explore the current status of brand positioning, brand value, destination perception, and brand loyalty in the brand building of the Tour of Zhongyuan Road Open Cycling. **Method:** We collected a large amount of qualitative and quantitative data through various research methods, including questionnaire surveys, in-depth interviews, and brand analysis. The research results indicate that the Zhongyuan Road Open Cycling Race faces certain challenges in brand positioning, requiring a better understanding of its unique value and market positioning. **Conclusion:** In terms of brand value, participants generally believe that the event has certain historical and cultural value, but there is still room for further exploration in market communication. In terms of destination perception, research has found that different participants have certain differences in their cognition of different stages of Zhongyuan Road, and more targeted destination promotion is needed. In addition, in terms of brand loyalty, although some participants have shown high loyalty, there is still room for improvement overall, and it is necessary to strengthen the loyalty of participants by improving user experience and brand interaction. Overall, this study provides in-depth analysis and suggestions for the brand building of the Zhongyuan Road Open Cycling Race, which will help it better develop and consolidate its brand position in the fiercely competitive sports brand market.

Keywords: The Tour of ZhongYuan Road Open Cycling; Brand positioning; Perception of destination; Brand loyalty

INTRODUCTION

Starting from the strategy of brand building, by analyzing the internal and external strategic environment of the organization, as well as the organization's own resources and capabilities, selecting and formulating appropriate brand positioning, implementing brand values well, strengthening the

management and control of event destinations, and effectively playing the key role of brand loyalty, in order to establish a good brand image, enhance the advantages of event brands, and enhance the competitiveness of China's sports event brands internationally.[1]

China, with a population of over 1.3 billion, is known as the "Kingdom of Bicycles" and the "country on the wheels of bicycles" due to its ownership of 600 million bicycles. With the improvement of living standards, people's awareness of health and environmental protection is increasing day by day. More and more people value the fitness value of cycling. China's competitive cycling and amateur cycling have developed rapidly. In the 2000 Sydney Olympics, Jiang Cuihua won a bronze medal in the women's meter time trial, breaking the record of zero Olympic medals for China. In the 2021 Tokyo Olympics, Zhong Angel and Bao Shanju won gold medals in the women's team track cycling race. In the 14th National Games of the People's Republic of China, the Henan cycling team achieved an impressive record of 4 gold, 2 silver, and 3 bronze medals in the track cycling competition. As the highlight of the Henan delegation before the opening of the National Games, the cycling team fired a beautiful "cannon". The professional level of cycling in Henan belongs to the true strength of Henan's competitive sports. While the level of competitive cycling has rapidly improved, the mass cycling sport in China has shown a vigorous development trend, with countless people becoming cycling enthusiasts and many amateur cycling races scattered throughout the country. The Henan Province Central Plains Highway Cycling Open is a well-known large-scale amateur cycling event.[2]

By 2025, establish a new mechanism for sports development that is in line with the economic and social development of Henan, and strive to enter the ranks of sports strong provinces. The public service system for national fitness is becoming more sound, and the construction of comprehensive sports venues is accelerating. The per capital sports venue area has reached 2.6 square meters. The proportion of people who regularly participate in physical exercise has reached 38.5%, and the proportion of social sports instructors has exceeded 3 ‰. The physical literacy and health level of the people have significantly improved. The sports industry has developed with high quality, and the total scale of the sports industry in the province has exceeded 250 billion yuan. New achievements have been made in the integration and development of sports, education, health, culture, tourism, and other areas. The influence of sports culture continues to increase, the Chinese sports spirit is inherited and promoted, and sports exchanges and cooperation with foreign countries are further enhanced. [3]

The Tour of ZhongYuan Road Open Cycling, which originated in 2015, is a key construction project of Henan Province's "Healthy Central Plains 2030 Plan", Henan Province's "14th Five Year Plan for Sports Development", and Henan Province's "Action Plan for Promoting High Quality Development of the Sports Industry". It is also the amateur cycling event with the most cross classic tourist destinations and the longest cycling distance around scenic areas in Henan Province. It is also a highly influential individual mass sports event in China. On the basis of emulating the special environment of development in the environment around France and Qinghai Lake, Tour of Zhongyuan has gradually established its unique brand image through market-oriented operations. In just 7 years, it has made tremendous progress. Although there is a huge gap in competition level, commercial value, and brand development compared to mature competitions such as France and Qinghai Lake, its potential market vitality and development prospects are worth looking forward to.[4]

OBJECTIVE

To investigate the current status of brand positioning, brand value, perception of destination, and brand loyalty in the brand building of the Tour of ZhongYuan Road Open Cycling.

METHODOLOGY

The first step was to conduct an in-depth exploration of the current situation of the people involved in the Tour of the Central Plains Open Road Cycling Race. This was achieved through an exhaustive review of relevant literature and the conduct of semi-structured interviews. By delving into existing knowledge and obtaining first-hand information, this stage aimed to lay the foundations for an in-depth understanding of the subject.

Sub-Section 1.Cohort and Sampling

1.1Cohort

1.1.1.Expert Interviews. A total of 11 people were interviewed through interviews with experts in the fields of event management, athletes, referees, and cycling coaches. Specifically included:

Head of China Cycling Association: 2 persons

Head of Henan Provincial Cycling Management Center: 1 person

Head of Henan Provincial Cycling Association: 2 persons

Person in charge of Race Company: 2 persons

National level referees: 2 people

Senior coaches: 2 people

1.1.2. Questionnaire survey. A questionnaire survey was conducted to explore the factors affecting the branding of the Tour of the Central Plains Open Road Cycling Race. The people who participated in the questionnaire survey include:

Cyclists: 70 people

Coaches: 30 people

Spectators: 120 people

Volunteers and judges: 100 people

Cycling experts, scholars and managers: 40 people

A total of 360 people participated in the questionnaire.

1.1.3.Meetings and expert focus group discussions. A meeting was held to discuss with the expert focus group the direction of development of the branding of the Tour of the Central Plains Open Road Cycling Race. A total of 5 people participated, including:

Cycling experts: 3

Cycling officials: 2

1.1.4. Personal experience and discussion with participants. I personally participated in the Tour of Central Plains Open Road Cycling Race and had exchanges and discussions with the participants (officials, coaches and athletes' representatives), which provided an in-depth understanding of the process of the implementation of the race and the effects of the race. This provided the basis for a basic knowledge of the Tour of the Central Plains Open Road Cycling Race.

1.2.Sampling

1.2.1.Sampling of expert interviews. A total of 11 people were interviewed as needed, including experts in different fields.

1.2.2. Questionnaire sampling. The people who participated in the questionnaire survey were cyclists, coaches, spectators, volunteers, referees, cycling experts, scholars and managers, totaling 360 people.

1.2.3. Meeting and expert focus group discussion sampling. The meeting and focus group discussion included cycling experts and cycling officials, totaling 5 people.

Sub-Section 2. Research tools

2.1. semi-structured interview guide. Guide for researchers to ask questions and conduct in-depth follow-up questions in qualitative interviews to gain insights and experiences from people associated with the event.

2.2. Questionnaire. Collects quantitative data to understand the views and opinions of groups such as participants, sponsors and spectators.

2.3. Focus Group Discussion Guide. Guide for researchers to organize meetings and focus group discussions to gain insights into the factors influencing spectators' behavioral intentions and to obtain insights and experiences from different participants.

Sub-Section 3.Development of research tools

3.1. Review of literature

At the beginning of the study, the keywords of "cycling", "brand", "sports event brand", "brand construction", "brand", "brand" and "brand" were used as keywords. and "Brand", "Brand Construction" as keywords, we collected relevant literature through scientific information retrieval channels such as China Knowledge, Wanfang Data Knowledge Service Platform, Web of Science, etc., and screened and filtered the information effectively. Literature, and effective information screening and categorization, through the "brand management" and "sports event brand management" field of existing research results to determine the specific content of the study and theoretical support; to Zhengzhou University Library, Huanghuai College Library and Henan University Library, etc., borrowed from the library of Henan University. The library of Zhengzhou University, the library of Huanghuai College, and the library of Henan University were used to borrow books about "brand theory", "organization management theory", "stakeholder theory" and "Aaker brand asset management theory". Brand Asset Management Theory" and other theoretical or applied books to lay the theoretical foundation of the study", "brand building (theme) & association (theme)", "brand building (theme) & loyalty (theme)", "brand building (theme) & reputation (theme) " as the search conditions, using advanced search to collect literature, laying the foundation for the preliminary formulation of the brand building index system of the Tour of Central Plains Open Bicycle Race.

3.2 Framing the interviews

Based on the information from the literature review, the framework and direction of the interviews were determined. This step ensured that the interviews were consistent with existing knowledge and provided a comprehensive understanding of the state of the Tour of the Central Plains Open Road Cycling Race.

3.3 Development of a semi-structured interview schedule

Develop a semi-structured interview form containing the identified framework and directions. After completing the interview content, submit it to the mentor for review. The mentor will assess the interview content for soundness and make revisions based on feedback.

3.4 Conducting interviews

Interviews were conducted one hour before the start of the competition. This timing ensured that participants were focused and provided a suitable environment for gathering relevant insights. The semi-structured format allowed for flexibility and depth in exploring the viewpoints of spectators of the Tour of the Midlands Open Road Cycling Race.

RESULTS

1. Research results on the impact of brand positioning on brand building

First, from the perspective of positioning, the formulation of brand positioning needs to shift from emphasizing consistent brand value propositions to a combination of consistent brand meanings and moderately diverse brand meanings; that is to say, brand positioning consists of brand core positioning and complementary brand positioning, which constitute the duality of the brand positioning system. Brand core positioning plays a consistent role in brand meaning and builds brand strength through constant core values, while complementary brand positioning plays a moderating role in the diversity of brand meanings and builds brand power by maintaining relevance to products, customers and markets.

In summary, event brand positioning is one of the important steps in the process of event product construction, and event positioning is a complex process, need to consider various factors, from different perspectives, and event positioning should reflect the principle of differentiation, combined with the characteristics of the event, the formation of differentiation from other events event positioning, and with the change of macro-environmental changes to the event positioning to be amended.[10]

Brand positioning is one of the key strategies in the process of brand building. It involves determining the specific position of the brand in the minds of consumers and shaping a brand image that is different from competitors. The following is a hypothetical research result that describes the impact of brand positioning on brand building:

Clarify brand identity: The research results indicate that brands with clear brand positioning are more likely to be recognized and remembered by consumers. A successful brand positioning helps establish a unique brand personality and enhances the emotional connection between the brand and consumers.

Enhance market competitiveness:By positioning, brands can highlight their own advantages and differences in the market, and compete against similar competitors.Research shows that brands with good positioning are more likely to gain higher market share and stronger bargaining power.

Enhancing consumer loyalty:When the brand positioning matches the needs and expectations of consumers, consumer satisfaction increases, which in turn translates into loyalty.Research has shown that consistent and lasting brand positioning can deepen consumer brand trust and promote long-term customer retention.

Guide marketing strategies:A clear brand positioning provides direction for marketing activities, ensuring that advertising, promotion, and product development strategies are consistent with the brand image.Research has found that marketing activities based on accurate brand positioning are more effective in attracting target audiences and improving conversion rates.

Impact on product and service development:Brand positioning determines the direction of product and service development, making it more in line with the expectations of the target market.The results show that enterprises that adhere to core brand positioning are better able to maintain market relevance and customer satisfaction when innovating and improving products.

The role of crisis management:A good brand positioning helps to protect brand reputation in times of crisis, as positive consumer perception of the brand can mitigate the impact of negative events.Case studies have shown that adhering to brand commitments and positioning values can help quickly restore public trust.[11]

These hypothetical results emphasize the importance and multifaceted influence of brand positioning in brand building. However, the actual situation may vary depending on different industries, market conditions, and corporate strategies. Therefore, specific analysis needs to be based on actual market data and in-depth research.

The brand positioning of sports events mainly involves four dimensions: brand image, target audience, public welfare, and regional culture. Although there may be some accidental factors that may play a role in special circumstances, overall, how to determine the optimal brand positioning based on the consumer audience, public welfare, regional culture, and their actual situation and interrelationships is its strategic focus. For sports events, how to meet and cater to the viewing needs of consumer audiences is the primary factor to consider in brand positioning. This is especially true in the "buyer's market" environment. However, competitors are also considering the characteristics of the same audience group at the same time. If they are all used as the only reference standard, the positioning of these brands will inevitably lead to homogenization, thus losing the true meaning of specific positioning. (See Table 1)

Table 1: Elements of Brand Positioning

Researcher/ Academic Year	Dimension of Brand positioning			
	Brand image	Target audience	Public welfare	Regional culture
Kang.(2018)	√	√	√	
Zhang. (2020)	√			√
Mo.(2018)	√		√	
He.(2021)	√	√		√
Li.(2012)	√		√	
He.(2022)	√	√	√	
Yu.(2009)	√	√		√
Sun.(2008)	√	√	√	

Researcher/ Academic Year	Dimension of Brand positioning			
	Brand image	Target audience	Public welfare	Regional culture
Cai.(2017)	√		√	√
Song et al. (2019)	√	√		√
Liu.(2012).	√		√	√
Weng. (2013)	√	√		
Ma et al. (2016).	√	√		√
Chen et al.(2014)	√		√	
Total	14	8	8	7

Based on literature review and synthesis, a literature review was conducted according to Table 2.5, indicating that the influencing factors of brand positioning constitute a linear framework. The theoretical framework obtained through comprehensive research elements includes the following four variables: 1. brand image; 2) Target audience; 3) Public welfare; 4) Regional culture. As shown in Figure 1.

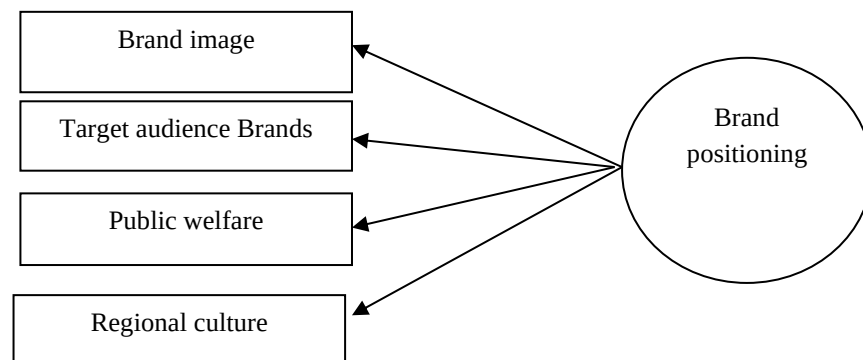


Figure 1: Empirical Variables of Brand Positioning

2. Research results on the impact of brand value on brand building

Brand value is an important indicator for measuring brand strength and market position, which involves multiple aspects such as brand awareness, perceived quality, and loyalty. The following is a hypothetical description of the research results on the impact of brand value on brand building:

Improving market competitiveness: The research results indicate that high brand value enterprises or products can more effectively attract consumers, increase market share, and gain advantages in fiercely competitive markets.[12]

Enhance consumer trust: With the increase of brand value, consumers' trust in the brand also increases, thereby reducing the uncertainty and risk of purchasing decisions.

Enhance product and service premium capabilities: Products with high brand value can usually be sold at higher prices because consumers are willing to pay a premium for perceived quality and trust.[13]

Promoting the establishment of long-term customer relationships: Brand value is closely related to customer loyalty. High brand value helps maintain customer relationships, ensuring repeat purchases and recommendations from customers.

Attracting and retaining outstanding talents:Research has shown that companies with high brand value are more attractive in the recruitment process and can attract and retain top talents in the industry.[14]

Strengthening investor and financial market confidence:A strong brand value can increase investor confidence in a company, which is beneficial for the company to obtain better stock market value and investment returns.

As a buffer in crisis management:When facing market or public relations crises, strong brand value can serve as a buffer, helping companies recover their reputation faster and mitigate negative impacts.

Promoting brand extension and innovation:High brand value provides enterprises with greater flexibility to try new product lines and market areas, as consumers will accept new products based on the positive impression of existing brands.

The impact of enhancing corporate social responsibility:Enterprises with high brand value often receive more attention in their social responsibility activities, thereby having a greater positive impact on society.

These hypothetical research findings emphasize the core role of brand value in brand building. However, actual research results may vary due to factors such as different industries, market environments, and corporate strategies. Therefore, the specific situation needs to be determined through in-depth market research and data analysis.[15]

Observability is a prerequisite for the dissemination function of sports events, and competitions that do not have ornamental value and cannot attract audiences have minimal dissemination function. Modern media technology and communication concepts are the guarantee for the realization of the communication function of sports events. For example, in China, decades ago, when the popularity of television was still very low, no matter how exciting the competition was, it was difficult for it to exert the powerful dissemination function of sports competitions like today. Even if factors such as attractiveness and communication tools are in place, without the communication concepts of the new era (such as China before the 1980s, where advertising awareness was weak), sports events still cannot fully exert their communication function. Today, it can be said that wherever there is audience attention, there is advertising; The more media attention sports events receive, the stronger their communication function and commercial value. (See Table 2)

Table 2: Elements of Brand Value

Researcher/Academic Year	Dimension of Brand value		
	Brand personality	City brand	Brand communication
Jiang.(2014)	√		
Wei et al.(2019)	√		√
Huang.(2022)	√		√
Malai .(2003)	√	√	√
Liang.(2011)	√		√
Jiang.(2007)	√	√	√
Jiang.(2008)	√	√	√
Zhou.(2015)	√	√	√
Bee.(2018)	√		√
Ajay.(2017)	√		√
Eva.(2011)	√		√

Researcher/Academic Year	Dimension of Brand value		
	Brand personality	City brand	Brand communication
Westerbeek et al.(2012)	√	√	
Kamilla.(2021)		√	√
Liu.(2021)	√	√	
Total	11	7	10

Based on literature review and synthesis, a literature review was conducted according to Table 2.7, indicating that the influencing factors of brand value constitute a linear framework. The theoretical framework obtained through comprehensive research elements includes the following three variables: 1) brand personality; 2) City brand; 3) Brand communication. As shown in Figure 2.

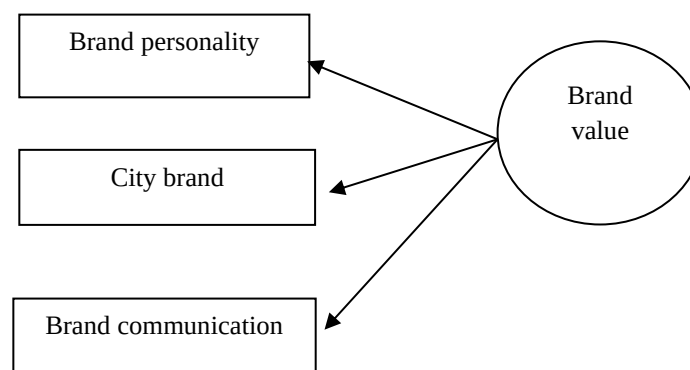


Figure 2: Empirical Variables of Brand Value

3. Research results on the impact of perception of destination on brand building

Perception of destination refers to the perception, knowledge, and impression of an individual or group towards a tourist destination. In the context of brand building, this usually refers to the public's perception of a city, region, or country as a tourist destination, cultural destination, or activity venue. The following is a hypothetical description of the research results on the impact of Perception of destination on brand building:

Enhance destination attractiveness: Research has shown that positive Perception of destination can significantly increase tourists' willingness to visit and increase the attractiveness of the destination.[16]

Enhance brand differentiation: Unique destination recognition helps brands differentiate themselves from competitors, forming a distinct brand personality and identity.

Promote brand alliances and collaborations: When a region has a positive perception, it is more likely to attract external investors and partners to establish business relationships and engage in joint brand promotion.

Improve return on investment (ROI): For funds invested in marketing and advertising, good destination awareness can enhance the effectiveness of these activities, thereby increasing ROI.

Supporting the development of local economy: Research has shown that strengthening destination brands can drive tourism growth, boost local employment, and promote the development of related industries.

Crisis management:In times of crisis, positive destination awareness can serve as a buffer, helping to quickly restore external confidence and reduce negative impacts.[17]

Shaping consumer behavior:Perception of destination not only affects tourism decisions, but also influences consumer purchasing behavior, such as choosing destination related goods and services.

Sociocultural influence:Strong destination awareness can deepen people's understanding and appreciation of the history and culture of the region, thereby influencing their long-term attitude towards the region.

Stimulating brand loyalty and word-of-mouth:When tourists have a good impression of the destination, they are more likely to become loyal supporters of the brand and further attract new visitors through word-of-mouth communication.[18]

Please note that the above are hypothetical results based on theoretical analysis, and actual situations may vary. The true impact needs to be determined based on detailed analysis of specific destinations and actual data, including various research methods such as tourist surveys, market trend analysis, and media content evaluation.

Faced with the possibility of choosing among subjects, objects and attributes, the researcher's responsibility when measuring images is considerable. There is a relation between the measurement system and the ease of capturing the many components of a TDI, for different respondents and different scenarios. There is a need of choosing statistical instruments adaptable to the complex nature of image that allow its measurements as accurately as possible. This task should be designed by the researcher according to the aim of the study (interest in the subject, object or attribute variable).[19]

Table 3: Elements of perception of destination

Researcher/Academic Year	Dimension of perception of destination			
	Landscape, Surroundings	Cultural Attractions	Price, Value, Cost	Resident's Receptiveness
Crompton.(1979)	□	□	√	
Goodrich.(1982)	√	√		√
Stemquist.(1985)	√			√
Haahti.(1986)	√	√	√	√
Gartner et al.(1987)	√			√
Calantone et al.(1989)	√	√	√	
Gartner.(1989)	√	√		√
Embacher et al.(1989)	√	√	√	
Guthrie et al.(1991)	□		√	□√
Ahmed.(1991)	√	√		√
Chon.(1991).	√		√	√
Fakeye et al.(1991)	√	√	√	√
Crompton et al (1992).			√	√
Camichael.(1992)			√	√
Chon.(1992)	√	√		√
Echtner et al(1993)	√	√	√	√

Researcher/Academic Year	Dimension of perception of destination			
	Landscape, Surroundings	Cultural Attractions	Price, Value, Cost	Resident's Receptiveness
Driscoll et al.(1994)	√	√	√	√
Dadgostar et al.(1995)		√		
Muller.(1995)	√	√	√	√
Eizaguirre et al.(1996)				√
Schroeder.(1996)	√	√	√	√
Ahmed.(1996)	√	√		√
Oppermann.(1996a,1996b)	√	√	√	
Baloglu.(1997)	√	√	√	√
Baloglu et al.(1999)	√	√	√	√
Total	19	18	16	20

Based on literature review and synthesis, a literature review was conducted according to Table 2.8, indicating that the influencing factors of perception of destination constitute a linear framework. The theoretical framework obtained through comprehensive research on elements includes the following four variables: 1) resource elements; 2) Cultural scene elements; 3) Government management elements; 4) Supporting elements. As shown in Figure 3.

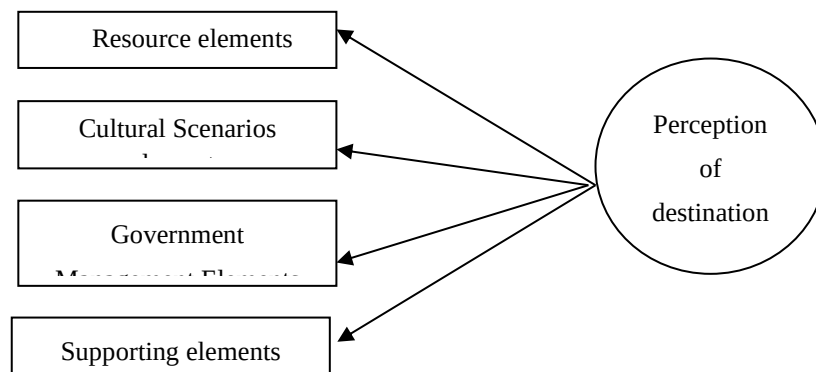


Figure 3: Empirical Variables of perception of destination

4. Research results on the impact of brand loyalty on brand building

Brand loyalty refers to the sustained preference and tendency of consumers to repurchase a brand, and it is a key indicator to measure the strength of the relationship between customers and the brand. The following is a hypothetical description of the research results on the impact of brand loyalty on brand building:

Increase market share: Research has shown that companies with high brand loyalty can maintain a more stable position in the market and gradually increase their market share.[20]

Improve profit margin: Loyal customers tend to consider price factors less, allowing companies to sell products and services at higher prices, thereby increasing profit margins.

Reduce marketing costs: Maintaining existing customers is more cost-effective than attracting new customers. Therefore, high brand loyalty can reduce a company's marketing and customer acquisition costs.[21]

Word of mouth dissemination: Loyal customers often recommend brands through positive word-of-mouth, bringing new customers to the company, and this spontaneous promotion is a highly cost-effective marketing method.[22]

Enhance competitive advantage: In a fiercely competitive market, high brand loyalty builds strong competitive barriers, making brands more able to resist the challenges of competitors.

Promoting product and service improvement: Loyal customer feedback is a valuable resource for improving products and services. Enterprises can innovate and optimize based on these feedback to meet customer needs.

Stable income stream: A loyal customer base provides predictable revenue streams, helping businesses maintain stable performance during periods of economic instability.[24]

Improve transaction efficiency: Customers who are familiar with and trust the brand are more likely to make repeat purchases, reducing decision-making time and improving transaction efficiency.

Enhance the group of brand advocates: Customers with high brand loyalty not only repeat purchases, but may also become brand advocates, actively participating in brand social media activities, and enhancing brand image.[25]

The above are hypothetical results based on theoretical analysis, and the actual situation may vary depending on different industries, market environments, and corporate strategies. The true impact needs to be determined through specific market research, consumer behavior analysis, and long-term tracking research.

However, brand satisfaction is not enough to explain loyalty (Kumar et al., 2013; Oliver, 1999). Brand trust is another important antecedent of brand loyalty (Chaudhuri & Holbrook, 2001; Lam & Shankar, 2014). A customer trusts a brand when the brand meets the customer's expectations. The continuing fulfillment of promises is one of the most important motivations in developing a long-term relationship with a brand (Delgado-Ballester & Luis Munuera Alemán, 2001). Scholars have empirically demonstrated the positive influences of brand trust on brand loyalty. For example, Lam and Shankar (2014) show that consumers' brand loyalty for smartphones strongly depends on brand trust. Kuikka and Laukkanen (2012) find that brand trust is a significant factor for brand attitudinal loyalty within the chocolate market. Gecti and Zengin (2013) demonstrate that brand trust is positively related to both attitudinal loyalty and behavioral loyalty to sports shoes. The positive influence of brand trust on brand loyalty has also been found to be significant in a business-to-business context (Alwi, Nguyen, Melewar, Loh, & Liu, 2016). Accordingly, the model proposes two research hypotheses with regards to the relationships between brand loyalty, brand satisfaction, and brand trust: Brand satisfaction has a positive relationship with brand loyalty. Brand trust has a positive relationship with brand loyalty.[26,27]

Table 4: Elements of Brand Loyalty

Researcher/Academic Year	Dimension of Brand Loyalty		
	Brand Equity	Brand Satisfaction	Brand Trust
De Chernatony. (2010)	√		
Çifci et al. (2016)	√		
Chaudhuri .(2001)	√		√
Oliver. (1999)	√	√	√
Lassar et al.(1995)	√		√

Researcher/Academic Year	Dimension of Brand Loyalty		
	Brand Equity	Brand Satisfaction	Brand Trust
Aaker's .(1991)	√	√	√
Keller's. (1993)	√	√	√
Nam et al. (2011)	√	√	√
Keller .(1998)	√	√	√
Molinillo et al.(2015)	√	√	√
Ekinici et al.(2008)	√		√
Delgado et al.(2001)	√	√	
Kim.(2014)	√	√	√
Han et al.(2015)	√	√	√
Phan et al.(2013)	√		√
Kumar et al.(2013)	√		√
Caplliure-Giner et al.(2014)	√		
Çifci et al. (2016)	√	√	
Ekinici et al. (2008)	√	√	
Kuikka et al.(2012)	√	√	√
Chaudhuri et al.(2001)	√	√	√
Delgado-Ballester et al.(2001)	√	√	√
Lam et al.(2014)	√		√
Gecti et al.(2013)	√	√	
Alwi et al.(2016)	√		√
Bloemer et al.(1995)	√	√	
Total	26	16	18

Based on literature review and synthesis, a literature review was conducted according to Table 2.10, indicating that the influencing factors of brand loyalty constitute a linear framework. The theoretical framework obtained through comprehensive research elements includes the following three variables: 1) Brand Equity; 2) Brand Satisfaction; 3) Brand Trust. As shown in Figure4.

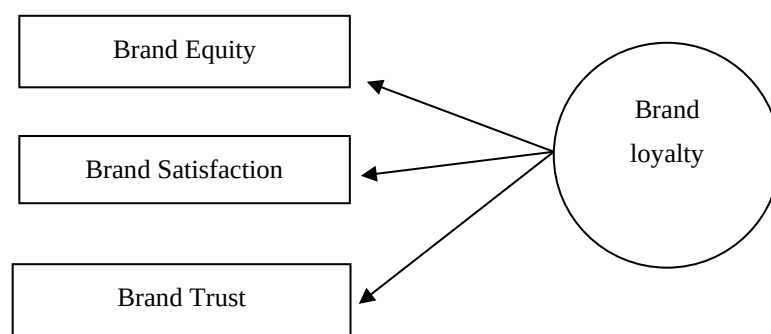


Figure 4: Empirical Variables of Brand Loyalty

CONCLUSION AND FUTURE WORK

The research results on the current status of brand positioning, brand value, destination perception, and brand loyalty on brand building in the Tour of ZhongYuan Road Open Cycling, we have come to the following conclusion: brand positioning is the core link of brand building, and brand positioning directly determines the direction, strategy, and methods of brand building. Clear positioning can help brands stand out in market competition, attract target consumers, and enhance brand awareness and reputation. The brand positioning of the Tour of ZhongYuan Road Open Cycling has a positive impact on its brand building. The positioning of the Tour of ZhongYuan Road Open Cycling is based on the rich cultural and tourism resources, extensive mass base, and the popularization and development of cycling in Henan Province. This positioning helps to enhance the brand image of the event, attract more participants and spectators, and promote the sustainable development of the event. The multiple factors of brand building interact with each other, and brand building is not only influenced by brand positioning, but also by market environment, event organization, event promotion, sponsors, and other factors. These factors interact with each other and together determine the effectiveness of brand building.[28-32]

In order to further enhance the brand building level of the Tour of ZhongYuan Road Open Cycling, we believe that efforts can be made in the following aspects: adhering to brand positioning, enhancing the brand image of the event, continuing to adhere to the brand positioning centered on Henan Province's rich cultural and tourism resources, extensive mass base, and the popularization and development of cycling sports, and strengthening the dissemination and promotion of the event brand image, Enhance brand awareness and reputation. Strengthening event organization and improving event quality is the foundation of brand building. It is necessary to further enhance the level of event organization to ensure the smooth progress of the event and improve the satisfaction of participants and spectators. Intensify the promotion of the event, expand the influence of the event, and promotion is an important means of brand building. It is necessary to fully utilize various media channels, strengthen the promotion and publicity of the event, attract more participants and audiences, and expand the influence of the event. Strengthen cooperation with sponsors to enhance the commercial value of the event. Sponsors are important partners in brand building, and it is necessary to strengthen cooperation with sponsors to enhance the commercial value of the event and achieve sustainable development of brand building. Strengthen brand culture construction and enhance brand connotation. Brand culture is the soul of brand construction. It is necessary to further strengthen brand culture construction, enhance brand connotation, and make the Tour of ZhongYuan Road Open Cycling a brand event with international influence.[33-40]

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