

Research on Marketing Strategy of Youth Football Club Based on “421 Families”

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Abstract: In order to realize the rapid development of youth football industry, accelerate the maturity and systematization of football system, and promote the orderly development of youth football. This paper attempts to take "421 families" as the research background, on the basis of mastering the characteristics of the family, combining with the present situation of the development of the youth football club, summing up the useful experience in the past, and formulating the marketing strategy of the youth football club.

Introduction

According to statistics provided by the Ministry of Education, in 2019, there were 27059 football schools in the country, organizing 100 youth football matches. The rapid development of youth football system has promoted the healthy development of youth football industry. Based on the demand of youth football industrialization, it is necessary to build a mature club operation mechanism. Considering the characteristics of youth football, formulating reasonable marketing strategies and integrating market-oriented elements into youth football activities have laid a solid foundation for the development of football in China.

1. Basic Characteristics of the "421 Families"

Based on the development needs of youth football clubs and the effective development of the market, it is often necessary to focus on the growth environment of young people, to formulate marketing strategies of football clubs and to create mature market-oriented strategies. To promote the healthy development of youth football clubs.

"421 Family" means that the family structure consists of four parents, two young people and one child after a one-child marriage. Due to the one-child policy, this family model is a unique phenomenon in China. With the first generation of only children born around 1980, this model has gradually become the basic family model in China[1]. "421 families" as a family structure, consisting of four elders, two parents and one child, This special family structure constitutes the basic family form of our country. Age plus structure, Young parents in the family are between the ages of 21 and 37, Children tend to be between the ages of 0 and 14, This unique age structure, Make the whole family structure younger, The ability to accept new things is lighter. Young parents in this type of family, With a higher level of education, The improvement of education, Make young parents willing to invest resources, Develop interest in children[2]. After the reform and opening up, the national economy developed rapidly. According to the data published by the National Bureau of Statistics, the per capita dominance of the whole country was as high as 32189 yuan in 2020, and the rapid accumulation of family wealth made "421 families" have sufficient funds to invest in various educational activities. This kind of family characteristic of "421 families" makes the development of youth football club provide a solid material foundation and provide social conditions for the market-oriented operation of football club[3]. But it must also be clearly recognized that the "421 families" also faces many difficulties, such as some children have more

serious mental anxiety, mental anxiety makes children have personality problems, which makes them unwilling to participate in various educational activities. At the same time, "421 families" often take children as the center, this way of life, educational concept, although can strengthen the students' sense of autonomy, but also in the degree, leading to children poor cooperation ability, lack of courage to take the initiative, these problems, "421 families" in the process of education, need to seriously change educational ideas, combined with the characteristics of their own family structure, to make corresponding adjustments to the content of education, education methods. Football, as a special form of education, promotes the formation of children's sound personality while exercising their physical quality through the introduction of football education. Therefore, under this background, parents are required to change their thinking, from the perspective of children's all-round development, to fill in the teaching content of children, and to innovate the teaching methods.

2. Development of Youth Football Club

In the process of the development of youth football club, it is influenced by many factors, and the football club exposes the defects such as high charge, irregular training and lax management. In order to effectively deal with this situation, while realizing the standardized operation of youth football clubs, we should strengthen the market elements and inject new vitality into the development of youth football clubs.

2.1. High Fees for Youth Football Clubs

Different from Europe and the United States and other countries, the purpose of youth football clubs is to select football players with strong economic attributes, which makes youth football clubs in Europe and the United States often charge less. But for a long time, the youth football clubs in our country show more aristocratic tendency in the process of running. From the point of view of the charge, the cost of youth football clubs or football schools can often reach tens of thousands of yuan[4]. The higher cost of the club makes "421 families" have to bear more economic pressure in guiding their children to participate in football training. Although "421 families" have a certain amount of wealth accumulation, considering the large number of elderly people, young parents often reduce unnecessary income expenditure and replace the way of educational content in the process of income control. This kind of situation undoubtedly has the restriction function to the youth football club marketing activity.

2.2. Youth Football Club Training is Irregular

With the gradual improvement of China's sports market, the audience of football is growing day by day. Taking event sponsorship as an example, in 2018, the scale of commercial sponsorship of football events in China reached 1.86 billion yuan, with great commercial value. Make the number of youth football clubs continue to increase. The increasing number of football clubs undoubtedly strengthens the competitive relationship within the Ministry of Industry. Based on the consideration of their own development interests, the clubs often adopt the way of blind expansion to absorb more students in order to expand the market influence. However, it must be clearly recognized that the youth football club has not been able to form a complete enrollment system, and there is blindness in the selection of young football players, and in more cases, the economic benefits are taken into account to absorb young athletes. This situation not only affects the healthy development of young people, but also has a negative impact on the improvement of the whole industrial system[5]. At the same time, in the youth football club coaches, the proportion of Asian Football Association C level coach qualification is not optimistic. The average number of each city with C grade qualification certificate in primary school is 12.3, the average of each school is 0.02; the average of each city in junior high school is 8.82, the average of each school is 0.04; the average of high school city is 8.2, and the average of school is only 0.1[6]. In the course of training,, the youth football club has the problems of single training mode, low training level and so on. For example, some youth football clubs pay too much attention to short-term training results, fail to form systematic and long-term

training programs, and fail to formulate corresponding football training plans according to the requirements of youth football training. Lead to youth football club training process exposed the trend of adult.

2.3. Youth Football Clubs are not Strictly Regulated

In the process of market-oriented marketing, the youth football club requires the club to have professional management ability, and to realize the effective training of high quality and high level young football players through the effective operation of the management system. However, from the actual situation, the youth football club in the training of athletes, there is often a tendency to one-sided management, this one-sided management way led to youth football clubs only pay attention to football training, the one-sidedness of training, It affects the improvement of youth football players' cultural quality and moral level. Especially teenagers are in the special node of physical and psychological development, in the process of participating in daily football training, the probability of bad habits is higher, which has a great hindrance to their career development. At the same time, in the process of development of youth football clubs, the hardware facilities are relatively low, and even some youth football clubs have no fixed training venues, so they can only use leased training venues to carry out daily training. It makes it difficult for teenagers to actively participate in regular training activities.

3. "421 families" Youth Football Club Marketing Strategy

In the process of transforming family sports values into the interaction of family members, family environmental factors play an important role in regulating the interaction of family members under the regulation of family environmental factors plays an important role in the success expectation and value expectation of teenagers. Thus affects the youth sports participation belief and behavior, achieves the promotion youth active participation physical exercise goal [7]. The formulation and optimization of marketing strategy of "421 families" youth football club requires club managers to start from reality, combine the characteristics of "421 families", focus on the development status of youth football club, and start from many dimensions. Make reasonable marketing strategy to promote the healthy development of youth football club.

3.1. Sound Football Training Programmes

For the "421 families", the youth football club should focus on the basic characteristics of the youth and the family structure in the marketing process. The youth football club needs to establish a perfect football training program. In the process of the training program, the club can reasonably match the cultural curriculum with the training curriculum, and establish a perfect curriculum mechanism. Through the effective setting of this curriculum, it can strengthen the sports ability of the young football players, continuously improve the young football skills, and use the cultural curriculum to enhance the overall cultural literacy of the young athletes and realize the formation of a sound personality, To promote the overall and healthy development of youth football[8]. For example, in the course of developing the training program, football clubs should develop a systematic training system for young athletes in the "421 families". When the training objectives and training standards are clear, they can improve the technical and tactical level of young football players, cultivate tactical awareness, and realize the steady improvement of professional football literacy. At the same time, in the process of systematic football training, young football players gradually form a tenacious style and strong executive ability, this kind of comprehensive and systematic training, in order to ensure that the professional skills of young football players are targeted and strengthened.

3.2. Focus on Promoting Comprehensive Competence and Literacy

In the process of training young football players, the youth football club should take the comprehensive ability and professional accomplishment as the key points in order to strengthen the training efficiency of young football players step by step. Under the guidance of this idea, football

clubs can set up a complete training mechanism, formulate reasonable training plans, and carry out targeted and intensive training for different young football players. For example, in the marketing link of youth football club, team training mechanism can be increased. By increasing the frequency of team training, a systematic team training program can be formed so that young football players can better participate in football training. And gradually form a football team training program, so that young football players can better understand the charm of football and achieve teamwork.

3.3. Increased Management of Football Training

Youth football clubs should consciously reduce their fees in the formulation of marketing strategies, and gradually eliminate the aristocratic tendency of youth football through the control of tuition fees of youth football clubs. More "421 families" children will be included in the training of football clubs. Through this treatment, promote the orderly development of youth football clubs. In addition to reducing club fees, we also need to do a good job in the management of football training skills, in the management link, football training methods and methods to make targeted adjustments.

4. Conclusion

The orderly development of youth football club marketing activities is of great benefit to the perfection of youth football club industry, especially the demand of young people participating in football club activities under the growth of "421 families". Based on the actual situation and the basic situation of teenagers, this paper focuses on the development needs of football clubs, and formulates reasonable marketing measures to promote the healthy and rapid development of youth football clubs.

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