

RESEARCH ON MARKETING STRATEGY OF ANTA SPORTS SHOES PRODUCTS IN NORTHWEST CHINA ENVIRONMENT

Ran Qu^{1*}

^{1*}College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: S65567809029@ssru.ac.th^{1*}

ABSTRACT

This article aims to explore the marketing strategies of Anta products in the northwest region, elaborating on market analysis, target market selection, product positioning, price strategy, channel strategy, promotion strategy, brand building, and other aspects. The northwest region has a broad market prospect for sports goods, and consumers' awareness and demand for sports brands are increasing year by year. Anta's sales performance in the northwest region has achieved significant growth in the past few years, but it still needs to further expand its market share in market competition. By analyzing the competitive landscape, market size, consumer demand, and other aspects, provide basic data for subsequent marketing strategies. Based on market analysis, clarify the target market for Anta products. Geographically, targeting major cities in the northwest region, including but not limited to cities such as Xi'an, Lanzhou, and Yinchuan. In terms of population, urban white-collar workers, students, and sports enthusiasts aged 20-45 are the main consumer groups. These groups have a high-income level, education level, and brand awareness, and have a relatively strong demand and purchasing power for sports goods. Based on the characteristics of the target market, the positioning and pricing strategy of Anta products will focus more on quality, cost-effectiveness, and brand image. Through research on competitors, develop competitive pricing strategies for Anta products to meet the needs of the target market. Anta products have the advantages of high quality, cost-effectiveness, and good brand image. By analyzing the characteristics of Anta products, it is recommended to position them as "providing high-quality and competitive sports goods to meet the sports needs of consumers in the northwest region". In terms of product differentiation, Anta should focus on developing products with innovative technologies to enhance brand awareness and loyalty. The pricing strategy of Anta products should fully consider pricing objectives, pricing system, and promotional prices. Firstly, the pricing goal should focus on maximizing corporate profits while taking into account consumer demand and market competitiveness.

Keywords: Northwest Region, Anta Brand, Marketing Strategy

INTRODUCTION

Research background

The Chinese government attaches great importance to the development of the sports industry. In 2019, the scale of the sports industry in China was 2.95 trillion yuan, and the average annual compound growth rate from 2015 to 2019 was 14.6%. The policy guidance is that the scale of the sports industry will reach 5 trillion yuan in 2025, and the average annual compound growth rate from 2019 to 2025 is still expected to reach 9.2% (Li, 2022). At the same time, the Chinese government extensively calls on people to participate in the national fitness activities, and since 2009, August 8 every year has been set as "National Fitness Day" (Yan & Ye, 2020). With the rapid development of Chinese economy and society and the vigorous development of national fitness activities, athletic shoes which have the protection effect and improve the sports effect are rapidly favored by the market and customers, the demand for athletic shoes continues to increase, the utilization rate and coverage rate of athletic shoes also continue to increase, the athletic shoes industry has therefore developed and expanded, as the national sports health awareness continues to enhance, After the policy guidance and the release of sports consumption demand, there is still a lot of room for the development of the sports shoes market and the whole sports shoes industry.[1]

According to Statista data (Bowman, 2022), the global sales of athletic shoes reached 121.2 billion US dollars in 2019, with a CAGR of 7.7% from December to 19. It is expected that the global sales of athletic shoes will reach a CAGR of 8.8% in 22-25 years, and the sales in 25 years are expected to reach 190 billion dollars. The proportion of Asian market increases rapidly: in 2012, Europe, America and Asia accounted for 26.2%, 36.7% and 33.3% of the consumption of sports shoes respectively. From 2012 to 2021,[2] the share of the Asian market increased by 6.6 points, which was mainly due to the growth of the income level of developing countries represented by China. Statista predicts (Bai, Zhao, & Shin, 2020) that in 25 years, the sneaker market scale of China and the US will reach 473 billion and 48.8 billion US dollars, with a growth space of 40.4% and 105.9% respectively. China's per capita consumption expenditure on sports shoes is expected to grow rapidly. The size of China's sneaker market is expected to overtake that of the US in the next few years to become the world's largest sneaker consumer.[2]

At present, sports shoes not only meet people's wearing needs, but also a kind of cultural consumption that can highlight uniqueness and symbolic significance. The consumption of sports shoes at home and abroad has also gradually increased in recent years. A variety of sports shoes are favored by more and more young people, which can not only meet the needs of sports, but also fashionable and versatile. As the major sports brands develop their products more carefully, the sports shoes market is booming. In recent years, Chinese consumers have increasingly strong demand for athletic shoes, and sales have continued to rise. Statistics show (I Media New Retail Industry Research Center, 2022) that in 2022, 70.6% of consumers in China buy sneakers for daily wear, and 23.9% buy sneakers for collection.[3]

The domestic sneaker brand "Anta" has developed rapidly in recent years. In the first half of 2022, Anta Group continued to maintain a double-digit growth in revenue, with a year-on-year growth of 13.8% to 25.965 billion yuan (Xiong & Liu, 2021), the growth rate exceeded market expectations. The revenue scale of Anta Group has jumped to the top of the Chinese market (Pei & Zhang, 2022), surpassing the market scale of Nike, Adidas and other foreign brands in China. Domestic sneaker brands represented by "Anta" are selling well, and the sales of all major domestic sneaker brands have been

greatly increased. Moreover, customers find that domestic sneakers are more cost-effective, thus promoting the development of domestic sneaker brands.[4]

At the same time, in recent years, China's economy has been developing rapidly, its GDP has become the world's second, in industrial manufacturing, mobile Internet, high-speed rail infrastructure and many other aspects of the world's leading; As of the end of December 2022, the size of China's foreign exchange reserves is 3,127.7 billion US dollars (State Administration of Foreign Exchange, 2023). The strong development momentum and huge financial support have shocked the world. China's economic influence is growing, and its enterprises' international competitiveness is also significantly enhanced. However, in recent years, the world has been affected by the COVID-19 pandemic, international trade conflicts, local wars and weakening demand, and the global economic development has stalled, which has greatly affected the Chinese economy.[4]

In China, the Internet has become the main channel for people to shop. The rapid development of the Internet has driven the development and expansion of online shopping. In the fierce competition of the Internet economy, in order to attract customers and increase sales, online merchants frequently use promotional means.

However, in recent years, due to the impact of the COVID-19 pandemic and weakening demand, enterprises are facing competition from a large number of peers and a rapidly changing market environment, which makes the competition for survival more intense. Companies here include both manufacturing enterprises and online shopping platforms, and the fierce competition has catalyzed changes in customers' attitudes toward product promotion expectations. For example, November 11 every year is an alternative festival for young people. Because the date of this day has four consecutive "1" sake, this day was designated as "Singles Day". However, on October 30, 2014, the famous e-commerce company Alibaba Group issued a notice, saying that it had obtained the registered trademark of "Double Eleven" (Chen, 2021), turning the day into a shopping holiday. On November 11 of that year, the transaction volume of the e-commerce company Alibaba Group reached 57.1 billion yuan (Wang, 2021).

On the other hand, customers increasingly tend to rational consumption, "November 11" and other online shopping platforms artificially created shopping festivals frequently appear, customers are less willing to pay for this kind of promotion "routine", some customers also have a tired mood of online shopping, the real experience of offline shopping seems to be more favored by customers. And transparent Internet prices and products often make customers form expectations for the next promotion or even for a period of time in the future. Once the online shopping experience is not good and the merchants' promotion activities do not meet customers' expectations, the customers' attitude towards online shopping will change, and they may wait and see or even do not buy. The problem of customers' attitude towards online shopping has become an issue that many enterprises have to consider in Internet marketing, and enterprise Internet marketing has also faced unprecedented challenges. In the academic circle, the theory of customer attitude change is still in the early stage of research, and there is not much research on the mechanism and influencing factors of customer attitude towards online shopping.

Research objective

This study hopes to understand consumers' attitudes towards online sales of Anta sports shoes, analyze which factors will affect customers' attitudes towards online shopping, and find out the main influencing factors. On this basis, it studies whether the consumer attitude will affect their purchase intention. And according to the data obtained in this study, the factors influencing the purchase intention of Anta sports shoes are analyzed in detail.

Research hypothesis

1. Market potential: Assuming that the market potential in Northwest China is enormous, as the region's economy is rapidly developing and consumer purchasing power is gradually increasing, the demand for high-quality and high-performance sports equipment such as sports shoes is also increasing.

2. Brand awareness: Assuming that ANTA sports shoes have relatively low brand awareness in the northwest region of China, it is necessary to increase brand promotion and publicity efforts to improve brand awareness and reputation.

3. Product positioning: Assuming that the consumer group of ANTA sports shoes in the northwest region of China is mainly young people and sports enthusiasts, it is necessary to develop product positioning and marketing strategies targeting this target group.

4. Channel strategy: Assuming that the sales channels of ANTA sports shoes in the northwest region of China are relatively single, mainly relying on offline store sales, it is necessary to explore online sales channels and optimize offline store layout and operational management.

5. Promotion strategy: Assuming that consumers in the northwest region of China are more price sensitive to ANTA sports shoes, it is necessary to develop corresponding promotion strategies to improve the product's cost-effectiveness and competitiveness.

6. Competitive environment: Assuming that ANTA sports shoes face certain competitive pressure in the northwest region of China, it is necessary to understand the marketing strategies and market share of competitors and develop corresponding competitive strategies.

Scope of the study

The research in this paper mainly involves the online marketing of Anta sports shoes, and the research scope is only carried out in northwest China.

Contribution to Knowledge

In recent years, due to the rapid development of online shopping, research on consumer attitude in this emerging field has become a research hotspot. It is the basic strategic demand of enterprises to understand the influencing factors of consumers' online shopping, and it is a very important research topic. This paper studies the new problems arising in the specific context of online shopping of consumer attitude, which can help online merchants to study customer decision-making behavior, provide some meaningful theoretical cognition and business strategies, improve consumers' shopping experience, and improve and develop the specific application of consumer attitude theory in China. This study takes the consumption attitude of online shopping as the entry point to explore the influence of consumer perception factors on consumer attitude and purchase intention, which can help enterprises to better grasp the psychological needs of consumers, help reduce the market risk of Anta product marketing, and also provide reference for the brand marketing, which has certain theoretical significance.

As a kind of daily consumer goods, many consumers choose to buy sports shoes in offline physical stores, because they can try on the experience, and they will have an intuitive impression whether the size and style are appropriate. But offline purchase requires a large amount of time cost, style choice is also relatively small. With the rise of Internet e-commerce, convenient and quick purchasing experience, online purchasing has become another choice for consumers. Although Anta sports shoes, the object of this paper, is an individual case, its brand has the largest market share in China and is a typical representative of Chinese sports shoes enterprises. Its marketing predicament in the current online shopping market has a certain universality, as well as the internal and external environment of the enterprise. The study of this case has important reference significance for other similar enterprises.

It is of practical significance for the development of other domestic sports brands and related enterprises to study the marketing strategy of Anta sports shoes from the perspective of consumption attitude. It has brought fresh blood to the traditional sports shoe enterprises. The market of Chinese athletic shoes has a broad prospect, the customer group has a linear rise, and the online shopping has developed rapidly. But at the same time, the competition in the sports shoe market is becoming increasingly fierce. Doing a good job in the marketing of sports shoes is a big challenge for domestic enterprises like Anta. The study of consumer attitude is also the exploration and research of enterprises in practice.

In this paper, from the perspective of consumer attitude, the online marketing strategy of "Anta" sports shoes products is studied, aiming at the market research in the northwest region, the factors affecting consumers' online purchase are studied, the online marketing environment and marketing status of Anta sports shoes products are analyzed, the problems and deficiencies are analyzed, and the main factors affecting consumers' online shopping attitude are found. So as to propose a better marketing strategy. Enhance the market competitiveness of Anta sports shoes products, but also can provide reference for other domestic sports brands in the promotion and marketing of sports shoes products, help enterprises to maximize the value.

OBJECTIVE

Characteristics and Consumer Behavior of the Elderly Population in Northwest China

The elderly population in the northwest region of China is huge and exhibits characteristics such as aging and empty nest. With the improvement of living standards, the consumption concepts of the elderly are also changing, and they pay more attention to health, comfort, and quality. Therefore, for the product needs of the elderly, their physiological, psychological, and lifestyle characteristics should be fully considered. As a brand designed specifically for the elderly, An Lao sports shoes should have a deep understanding of the characteristics and consumption behavior of the elderly population in the region, in order to develop more accurate marketing strategies.

The Current Situation and Competitive Situation of the Elderly Sports Shoes Market in Northwest China

At present, the market for elderly sports shoes in Northwest China is fiercely competitive, with numerous brands. However, products in the market are severely homogenized, lacking innovation and differentiation. Therefore, the brand of elderly sports shoes should enhance its competitiveness by deeply exploring market demand, improving product quality, and strengthening brand building. At the same time, attention should be paid to the marketing strategies of competitors in order to adjust their own strategies in a timely manner.

Marketing Strategy Suggestions for Elderly Sports Shoes in Northwest China

Based on the analysis of the characteristics and consumption behavior of the elderly population in Northwest China, as well as the current market situation and competitive situation, this article proposes the following marketing strategy suggestions:

1. Product strategy: Strengthen product research and development, improve the comfort, breathability, and wear resistance of elderly sports shoes, to meet the special needs of the elderly for

sports shoes. At the same time, a series of products tailored to different seasons and occasions can be launched to expand market share.

2. Price strategy: Develop a reasonable price strategy based on the consumption capacity and habits of elderly people in the northwest region. Attracting consumers by offering cost-effective products while avoiding price wars with competitors.

3. Channel strategy: Combining online and offline channels to expand sales network. Online channels can enhance brand awareness through e-commerce platforms, social media, and other means; Offline channels can increase product coverage through specialty stores, supermarkets, and other channels.

4. Promotion strategy: Based on the shopping habits of elderly people in the northwest region, develop targeted promotion strategies. For example, conducting holiday promotions, full gifts and other promotional activities to increase consumer willingness to purchase. At the same time, strengthen word-of-mouth marketing and enhance brand influence through word-of-mouth among the elderly.

4. Brand building: Strengthen brand image, enhance brand awareness and reputation. Increase brand exposure through advertising, sponsorship activities, and other means; At the same time, pay attention to social responsibility, actively participate in public welfare activities, and enhance brand image.

METHODOLOGY

This paper mainly uses the following research methods:

(1) Literature research

Consult the latest literature in CNKI, VIP database, Wanfang Database, etc. Collect and sort out relevant marketing strategies, customer promotion expectations and other theoretical research results. In-depth study of marketing and business administration, statistics, economics, management theory knowledge, systematic study of consumer attitude related theories, to provide ideas for the topic research. On the basis of theoretical research, this paper puts forward the main theoretical basis, related concepts and definitions, defines the scope and conceptual framework of this study, and puts forward reasonable assumptions that affect customers' online shopping attitudes.

(2) Interview method

In this paper, experts and scholars from Anta Company, government sports and economic departments are selected, and customers from schools and society are randomly selected. They were interviewed about their views and attitudes towards online shopping consumption of Anta sports shoes. The interview methods were on-site interview, telephone interview and centralized interview, etc., to solicit opinions and suggestions from various aspects and understand the opinions of various consumer groups on online shopping consumption.

(3) Questionnaire survey research

Design targeted marketing questionnaires, including Anta company leaders, sales personnel, dealers and customer representatives. The preliminary questionnaire was designed based on the mature scale of existing scholars. And on the basis of the interview, the questionnaire was modified according to the feedback, and the final questionnaire was formed. In order to improve the reliability and validity

of the questionnaire, typical users of various consumer groups should be selected to participate in the questionnaire as far as possible.

The design and distribution of the questionnaire were carried out online. In particular, the electronic questionnaire software such as "Wenxing" was intended to be used to facilitate rapid data recovery and statistical analysis. Through sorting out and analyzing the obtained data, the previous research hypothesis was verified.

(4) Statistical analysis of data

After obtaining the original data through questionnaire survey, this paper uses SPSS software as an analysis tool, constructs a model by using structural equation, conducts descriptive statistical analysis, reliability and validity analysis, correlation analysis and path analysis on the survey data, and tests the overall model to check whether the path coefficient of latent variables is significant, so as to verify the research hypothesis. To explore the causal relationship between each latent variable. The relationship between variables is studied from the empirical point of view, the research hypothesis and theoretical model proposed in this paper are tested, and the research conclusions are drawn.

CONCLUSION AND FUTURE WORK

After the reliability of the questionnaire is guaranteed, the next question is validity analysis, that is, whether the questionnaire can truly measure what we want to know and how close the result is to the goal. Validity analysis, also known as validity analysis, generally includes content validity, structure validity, criterion validity and so on.

Content validity refers to the degree to which the measurement problem designed by the researcher conforms to the actual situation, that is, the researcher should choose representative behaviors to design the measurement problem when designing the measurement problem. This kind of evaluation process is highly subjective and closely related to the evaluator's professional ability and experience. The measurement questions of each variable in this study were fully communicated with Anta online shopping consumers in the pre-investigation stage, and the measurement items were repeatedly confirmed in terms of semantics and expression. The questions studied were closely related to online shopping consumers, and the measurement questions were more reliable under the logical analysis, which was also recognized by consumers. Most of the measurement indicators of the questionnaire have their own research literature, which has been tested many times and is effective, so this questionnaire has good content validity.

Criterion validity refers to the degree of conformity between the measurement questions of the survey scale and the existing theories. However, in the investigation of social psychology, consumer behavior and other issues, it is difficult to select an appropriate and matching criterion for variables or measurement problems, so the criterion validity analysis is not carried out in this study.

Structural validity refers to the degree to which the structure reflected in the final measurement results conforms to the model set by the researcher. It includes convergence validity and discriminant validity, etc. This requires certain statistical methods to test whether the structure of the questionnaire conforms to the hypothesis structure made by the researcher before the survey. This paper uses the factor analysis function of SPSS software to test the structural validity of the questionnaire.

7) From May 1 to May 15, 2023, model adjustment and optimization, final research conclusions and final paper draft

8) From May 16 to May 31, 2023, revise and improve the paper and prepare for the defense

In summary, the research on marketing strategies for elderly sports shoes in the northwest region of China requires a deep understanding of the characteristics and consumption behavior of the elderly population in the region, as well as the current market situation and competitive situation. On this basis, develop suitable product strategies, price strategies, channel strategies, promotion strategies, and brand building strategies to enhance the competitiveness of elderly sports shoes in the region. Future research can further explore how to combine the cultural characteristics and consumption habits of the northwest region to develop more targeted marketing strategies.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Moungui Henri Claude, NanaDjeunga Hugues Clotaire, Anyiang Che Frankline, Cano Mireia, Ruiz Postigo Jose Antonio Carrion Carme. (2024). Dissemination Strategies for mHealth Apps: Systematic Review. *JMIR mHealth and uHealth* 50293-e50293.
- (2024). Elevating Businesses with 24-7 Marketing LLC, Pioneering Revenue-Driven Marketing Strategies for Transformative Growth. M2 Press wire.
- Marinello Samantha, Valek Rebecca Powell Lisa M. (2024). Analysis of social media compliance with cannabis advertising regulations: evidence from recreational dispensaries in Illinois 1-year post-legalization. *Journal of cannabis research* (1), 2-2.
- Ismael Rodriguez Jr. (2024). It's the beating heart of modern marketing strategies' Veterans of Foreign Wars Magazine (4), 24-24.
- Lei Zhou, Gazi Mahabubul Alam Roziah Mohd Rasdi. (2024). Marketing Strategies for Internationalization in China's Higher Education: An Ally or Barrier for Sustainable Development?. *Sustainability* (1),
- Kan Zhonghua, Fu Wen Wang Xuefei. (2023). Suggestions to Optimize Hongze Lake Hair Crab Network Marketing Strategy. *Journal of Economics, Management and Trade* (12), 160-166.
- Hu Cecilia Wei, Lam Peter Lee Adrian D. (2024). Leaving the (fund) gate ajar: Investor protection or marketing ploy?. *Pacific-Basin Finance Journal* 102227-.
- Roushenas Ramin, Rahbari Hamid Reza, Alsagri Ali Sulaiman Arabkoohsar Ahmad. (2024). Improved marketing strategy of a hybrid renewable plant integrated with gravitational energy storage: Techno-economic analysis and multi-objective optimization. *Journal of Energy Storage* 109991-.
- Fouad Omran Elgawash, Khalid Ahmed Adel Omar Al Magarbi. (2023). Strengthening Libyan Hospitality: A SOAR Analysis of Digital Marketing Strategies and Practices in the Tourism and Hospitality Sector. *Journal of Economics, Management and Trade* (12), 144-159.
- Pegus Cheryl Willett Jeffrey. (2023). Racketeering Conviction Pulls Back Curtain on Tobacco Industry's US Retail Marketing Strategy. *Circulation* (25), 2067-2068.

- Niros Meletios I.,Niros Angelica,Pollalis Yannis Ding Qing Shan.(2023).Effective marketing strategies for global FMCG brands during COVID-19 pandemic crisis. *International Marketing Review* (5),1012-1034.
- Zahoor Nadia Lew Yong Kyu. (2023). Enhancing international marketing capability and export performance of emerging market SMEs in crises: strategic flexibility and digital technologies. *International Marketing Review* (5),1158-1187.
- Salunkhe Uday,Rajan Bharath Kumar V..(2023).Understanding firm survival in a global crisis.*International Marketing Review*(5),829-868.
- Villarro-Cos Silvia, Guzmán Sánchez José Luis, Acién Gabriel Lafarga Tomás. (2024). Research trends and current requirements and challenges in the industrial production of spirulina as a food source. *Trends in Food Science Technology*104280-.
- Zhengchun Li. (2023). Research on IP Slice Marketing Strategy from the Perspective of Cultural Industry
- Carl Arthur Arthur Solberg Håvard Huse.Strategic International Marketing: Strategy Development and Implementation. Taylor and Francis,