



**STUDY ON THE MARKETING STRATEGY OF PEAK'S
“TJ” SERIES PRODUCTS**

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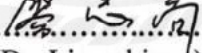
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirement of International Master of Business Administration in International
Business Management

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ABSTRACT

The Peak, founded in 1989 in Quanzhou, Fujian, specializes in sports footwear, apparel, and accessories. It is a renowned and long-established Chinese sports brand. This paper aimed to study on the marketing strategy of Peak's "TJ" series products. The research objectives of this paper were: 1) To analyze the marketing status of the PEAK "TJ" series products and 2) To provide practical suggestions for the problems in the marketing strategy of the PEAK "TJ" series products based on 4P theory. The research object of this paper is the PEAK "TJ" series products, based on the 4P'S theory and adopted documentary research methods to study the current marketing strategy of the PEAK "TJ" series products.

Through the documentary research method, this paper found that: 1) There are four issues with the current status of the PEAK "TJ" series products, product quality and appearance need to be improved, there is a mismatch between brand image and price, distribution channels are overly single-minded, and promotion methods are not comprehensive enough. 2) Peak "TJ" should improve the overall quality of the product, differentiate pricing strategy, expand sales channels, and expand promotion methods.

Keywords: PEAK "TJ" series products, 4P'S, Marketing Strategy.

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Declaration

I, Liu Yiwen, hereby certify that the work embodied in this independent study entitled Study on the marketing strategy of PEAK's "TJ" series products result of original research and has not been submitted for a higher degree to any other university or institution.

...LIU...YI...WEN.....

(Liu Yiwen)

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Chapter 1 Introduction

1.1 Research Background

The term "national trend" encapsulates the evolving fashion trends and brand styles imbued with distinct Chinese cultural characteristics. This phenomenon emerges from the dynamic interplay between contemporary fashion brand culture and the rich tapestry of Chinese traditions. In recent years, the global stage has witnessed the recurrent presence of domestic sports fashion brands, marked by the pervasive influence of the "national trend." This cultural confluence is a powerful showcase, revealing the captivating allure of Chinese fashion brand culture to a global audience (Yang & Liu, 2020).

Since China's reform and opening up, the social economy has made tremendous progress, and the health awareness of the general public has gradually awakened, injecting vitality into the development of China's sports category market. Brands such as Anta, Li Ning, 361DU, Tebu, and Hongxing Erke, which hold a significant market share in the Chinese sports footwear and clothing market, were founded around 2000. At the time of establishing these domestic sports brands, sports categories in the domestic market were not optimistic, and a group of international sports brands occupied a large portion of the market share. Chinese sports brands were concerned about brand awareness, product quality, and design concepts. There must be more technological content and other aspects than international sports giants. Based on this dilemma, with the help of the trend of the rapid development of Internet technology in the information society, Chinese sports brands have changed their layout in terms of marketing strategies, focused on the sinking low price strategy, established endorsement relationships with well-known athletes at home and abroad and introduced co-branded products, focused on the patriotic enthusiasm of Chinese consumers to create China-Chic series products, and paid attention to scientific and technological innovation to improve product experience, It has laid a sure foundation for the rapid development of the brand. However, although domestic sports companies such as Peak have achieved some growth compared to their initial stage, they still have a significant gap with domestic top-tier and foreign sports brands (Duan, Li, Meng, Bu, Liu, Popovic, & Matic, 2022).

With the change in age structure and level of mainstream consumer groups, "light of domestic products" has become the focus of public attention, and "China-Chic" has become one of the keywords of Chinese clothing brands. Chinese brands have strong production and manufacturing capabilities and fast market response compared to international brands, primarily relying on content marketing in the Internet era. Clothing brands gradually show spider web-like development, with diversified

marketing methods and channels. According to the 2022 China Consumer Brand Development Report, the online market share of Chinese brands has reached 75% in 2021. As of June 2021, the number of domestic brands on Tmall has doubled compared to 2018 (Mamo, Su, & Andrew, 2022).

Peak "TJ" series products are a type of sports shoes launched by Peak Company. The brand focuses on the research, development and sales of sports equipment and aims to provide professional equipment and services for various sports events. It is a midsole technology developed by Peak Company for three years, which can achieve adaptive cushioning and rebound functions according to different sports conditions. The core part of this technology is composed of a non-Newtonian fluid material called P4U, which can provide the wearer with a soft and comfortable wearing experience during low-speed movement. As the wearer's movement speed increases, the elasticity of the midsole increases. The modulus will gradually increase. In addition, the name "TJ" is derived from Tai Chi, which represents the combination of movement and stillness, and the interplay of yin and yang (Morgan, Whitler, Feng, & Chari, 2019).

1.2 Research Problems

The Chinese sports brand market has entered a stage of refined competition, and consumers are increasingly pursuing changes in quality, appearance, etc., which are driving the upgrading of sports categories. The gap between Peak's sports brands and its competitors is relatively obvious, and other sports brands are also catching up to seize market share. The increasingly fierce competition in the sports brand market has had a substantial impact on Peak, and marketing strategies have become the main influencing factors for Peak's further development and growth.

Through extensive literature review, found that most scholars' research on sports brand marketing strategies focuses more on brand advantages, how to shape a good brand image, enhance brand awareness, and expand brand influence. Most of it focuses on the benefits and development strategies of brand marketing, with less attention to the disadvantages of brand marketing and less analysis from within the brand. Research on brand marketing mainly combines the characteristics of the times. In recent years, sports brand marketing research has focused on consumer preferences and internet development, focusing on the functionality of brand marketing. At present, sports brand marketing needs to pay more attention to the marketing of specific enterprises and even the series of products under the brand. It requires more relevant research on the marketing of series products (Funk, Alexandris, & McDonald, 2022).

1.3 Objective of the study

Chinese scholars' research on sports product innovation is still in its early stages, with limited research data, so some things could be improved. Product intelligence is a new trend in sports product innovation, but a lack of unified industry standards and better innovation methods still needs further improvement and research. This paper aims to draw on the theories and achievements of predecessors to conduct a comprehensive and scientific analysis of the marketing status of the Peak "State Pole" series products, identify the shortcomings of existing marketing strategies, and attempt to provide suggestions (Zeren, Erkan, & Acikgoz, 2022). So, this paper has two research purposes:

- 1) To analyze the marketing status of the PEAK "TJ" series products.
- 2) To provide practical suggestions for the problems in the marketing strategy of the PEAK "TJ" series products based on the 4P theory.

1.4 Scope of the study

Due to the stable status of foreign sports brands and the gradual entry of more Chinese sports brands, the market competition environment is becoming increasingly fierce. Based on a comprehensive understanding of sports brand enterprises and guided by marketing theory, this paper studies Peak's marketing strategies to enhance the knowledge of current sports brand enterprise marketing strategies. Based on the 4P theory, through the study of Peak's marketing strategy, find out the existing problems in Peak's marketing strategy and propose corresponding solutions to improve Peak's marketing strategy, accelerate corporate development, expand market share, and improve product visibility, improve business efficiency.

The author has read 36 academic articles related to marketing strategies, taking Peak's "TJ" series of products as an example, and determined that this paper based on the 4P marketing theory to analyze the marketing status and marketing strategies of Peak's "TJ" series of products. This paper discusses the current marketing status of Peak's "TJ" series products from four aspects: product, price, place, and promotion, and puts forward suggestions for improving the future marketing strategy of Peak's "TJ" series products.

1.5 Research Significance

This paper draws on the 4P theory of marketing and combines it with the actual operating situation of Peak Company to try to summarize the problems existing in the company's current marketing strategy. At the same time, it hopes to analyze Peak's corporate marketing methods from a unique perspective, to improve corporate marketing strategy research further. It provides a reference for optimizing Peak's marketing strategy and promotes the company's better development. It also hopes to give corresponding reference to other similar companies to formulate marketing strategies (Andreff, 2006).

Under the influence of foreign brands, the competitive environment and marketing strategies of other domestic sports shoe brands also share similarities with Peak Company. This paper will analyze and study Peak's "TJ" sports shoe products and the current business status of the sports shoe industry and propose corresponding marketing strategy development suggestions. This can also provide a specific reference value for other domestic sports brand-related enterprises. The sports shoe market is showing a hot trend, and the consumer group is rising rapidly. However, in the competition between foreign brands and more new domestic brands, how to do an excellent job in marketing sports shoe products remains a significant challenge for domestic sports brand-related enterprises. The development focus of major domestic sports brand-related enterprises is how to develop product marketing strategies that can adapt to the current market situation and stand out from the fiercely competitive product market. Therefore, besides Peak Company, this paper has specific inspiration and reference significance for other domestic sports brand-related enterprises (Zhu, 2022).

Chapter 2 Literature Review

2.1 Introduction

This chapter introduces the background of Peak Company, elaborates on the definition of Peak Company's 'TJ' series of products and the definition of marketing, and summarizes Peak Company's views on research related to marketing strategies. The detailed introduction of 4P marketing theory provides a theoretical basis for the following analysis of the current marketing strategy of Peak Company's 'TJ' series products.

2.2 Definition of relevant concepts

2.2.1 The Background of Peak Company

Peak Company was founded in 1989 in Fujian Province, China. It is a group enterprise with the corporate purpose of "creating an international brand, glory for the national industry, and contributing to the prosperity of the local economy" and the goal of "creating a century-old outstanding enterprise." It is mainly engaged in the design, development, manufacturing, distribution, and promotion of "PEAK" brand sports products, including sports shoes, clothing, and accessories (Xie, & Dai, 2016).

In 2005, Peak executives observed the development of the entire sports brand market from a global perspective and finally chose the path of internationalization of their brands. This step also embarks on a new way of differentiated development for the Peak brand. Today, Peak aims to become China's largest sporting goods manufacturer. "Specialization" and "internationalization" will be Peak's two trump cards on the road to building a "century-old brand" (Zhang, & Yang, 2007).

In May 2017, Peak Company led the technological trend. It launched China's first 3D-printed running shoe - "FUTURE I", which was sold in limited quantities and opened a new chapter in China's sports footwear industry. In the same year, Peak once again made a breakthrough in technological innovation and successfully developed the world's first professional basketball shoes using 3D printing technology. This innovative milestone marks Peak's forward-looking and leading position in sports shoes. In addition, the Howard III generation midsole of Peak's 3D-printed basketball shoes uses full-length P-MOTIVE cushioning material, which further improves the overall performance of the basketball shoes. Through creative improvements to the midsole formula and production process, Peak successfully increased the rebound

coefficient from 40 under ordinary MD midsole conditions to more than 50, achieving a better shock absorption and rebound effect (Oe, & Yamaoka, 2023).

In September 2018, Peak Sports took a vital step to rapidly enter the youth sports life market and officially launched the highly anticipated Peak KIDS brand. This significant decision not only marks Peak's continuous expansion in the sports industry, but also demonstrates the brand's emphasis on youth sports and health. With the grand debut of the Peak KIDS brand, the ordering meeting held at the same time presented an eye-catching visual feast. More than 200 new footwear and apparel products were unveiled for the first time in the four major series of Peak KIDS professional sports, comprehensive sports, sports life, and fashion sports, demonstrating Peak's firm commitment to product innovation and design diversity (Chanpaneri, & Jain, 2021).

On December 5, 2018, Peak Sports held its annual technology conference in Beijing and released a new independent innovation technology of Peak - Intelligent Adaptive Shoe Midsole Technology Peak "TJ." This new shoe midsole technology, developed by Peak Sports and the country's top polymer bright material scientists, can change its functional attributes according to changes in the human body's movement status, bringing an adaptive wearing experience (Jun, 2019).

2.2.2 Definition of Marketing

"Marketing" is the combination of "market" and "marketing"; "market" is the object of "marketing," and "marketing" is the necessary means to win the "market." The definition of "market" in marketing refers to "all customers who have a certain need or desire and are willing and able to satisfy this need or desire through the exchange." In short, "market is the customer"; the definition of "marketing" refers to, "to "The process of planning and executing ideas, pricing, promotion, and distribution of products, services and ideas to create exchanges that meet personal or organizational goals." Integrate the two concepts, can "marketing" be understood as " "A social process in which individuals or groups obtain what they need and want by creating and exchanging products and values with others"; or "the exchange of ideas and items to create transaction opportunities that can simultaneously achieve personal and corporate goals." The process of planning and implementing the conception, pricing, promotion, and distribution of services" (Xi, 2005).

2.2.3 Marketing of sports brand enterprises

Huang Lu analyzed and discussed the marketing model based on the operating status of Internet sports brand companies. Huang Lu believed that "quality, innovation and service," the three competitiveness factors of traditional enterprises, have been "decentralized" and downgraded to less active competitiveness factors. The ultimate marketing rule for sports brand companies is to integrate sports brands into the social narrative process, thereby forming five practical marketing areas: sports events, public welfare undertakings, public events, cross-border integration, and network interaction. On the other hand, Internet thinking not only represents the golden rule of "user first," but also should genuinely think about and discover the value of marketing from the perspective of customer thinking (Huang, 2014).

Chen Xiaoming and Ding Junwu believed that market media is gradually becoming a powerful marketing tool for enterprises. Through the analysis of the current situation of Chinese corporate sports brand marketing, they found that while they have achieved specific results, they have also exposed many problems, which are mainly manifested in the lack of long-term planning, single marketing methods, misplaced marketing concepts, and insufficient understanding of the value of marketing. , lack of legal awareness, and correct idea of competition. To improve the theoretical level and operational capabilities of sports brand marketing for most enterprises, it is urgent to improve the above issues in a targeted manner (Chen, & Ding, 2006).

Ferrell believed that the marketing methods of sports brands should be more diversified and combine the sports industry's characteristics with establishing interactive relationships between consumers. Marketing channels should shift from traditional platforms to newer ones, such as new media and offline interactive experiential marketing. Due to the current dependence of sports brand marketing on single offline physical platforms and outdated marketing methods, Ferrell proposed establishing a unique marketing model for sports brands through diverse marketing methods (Ferrell, Hartline, & Hochstein, 2021).

Doyle proposed the importance of sports brand marketing for the global economy. By analyzing the development strategies and marketing models of well-known foreign sports brands such as Nike and Adidas, Doyle summarized the problem of the need for integration between the sports industry and business in the development process of sports brands. Doyle believes there currently needs to be a perfect cooperative relationship between the sports industry and commerce, which may be attributed to the excessive reliance of the sports industry on the established sports industry model in its development strategy while neglecting the cooperative relationship with commerce. This may have a substantial negative impact on the marketing of sports brands. This

may also have a particular effect on the national economy. Therefore, sports brands should pay attention to their marketing models and development strategies, not unthinkingly pursuing the industry's development but also the integration of business models (Kunkel, Doyle, & Funk, 2014).

Green believed that sports brand marketing should focus on brand shaping and improving sales channels, and it is necessary to improve the accuracy of sports brand marketing. Unlike other products, the fit of sports brand products should accurately correspond to customers, and brand awareness also determines the product's market demand and sales volume (Green, 2016).

Li believed domestic sports brands have broken the monopoly of foreign first-tier brands in recent years but still lack a strong brand image that can represent China. Domestic brands should establish substantial brand advantages, strengthen brand positioning and innovation, and highlight brand image and flagship products. Li proposed three implementation plans for brand marketing strategies in the article, namely: firstly, differentiated marketing strategy, which transforms the core advantages or personality of the product into a differentiated brand image to meet the personalized needs of customers; Secondly, the event public relations strategy involves investing in sports events to identify potential customers and enhance brand image. Thirdly, cooperation and merger strategies aim to gain greater market power and improve brand competitiveness through brand cooperation and merger (Li, 2022).

Teng believed that the development of most sports brands in China currently focuses on the product value chain, and the value of corporate brands needs to be more noticed, which is a problem that many enterprises must solve. Brand development strategies are a necessary path. Expanding brand influence can improve market competitiveness and gain consumer attention and recognition. Teng proposed brand positioning strategies, personality strategies, core value strategies, and brand promotion strategies for products and, based on these strategies, developed new ideas for designing corporate brands and shaping a vibrant corporate brand (Teng, 2020).

2.3 Theory of Reviews

2.3.1 4P Marketing Theory

The 4P theory emerged in the United States in the 1960s with the introduction of the marketing mix theory. In 1953, Neil Borden coined the term "Marketing mix" in his inaugural address to the American Marketing Association, which means that market demand is more or less affected by The influence of so-called "marketing variables" or

"marketing elements." In 1960, Professor Jerome McCarthy of Michigan State University in the United States generally summarized these elements into four categories in his book "Basic Marketing," namely Product, Price, Place, and Promotion (Fifield, 2012).

Jerome McCarthy proposed the 4P theory in McCarthy's book Basic Marketing, which includes Product, Price, Place, and Promotion. The core content of this theory is in terms of products; innovation and development should be emphasized, and the product's functional requirements should be given priority. In terms of pricing, corresponding pricing strategies should be formulated based on different market positions. Regarding product distribution, attention should be paid to establishing sales networks, focusing on cultivating distributors. In terms of promotion, changes in sales behavior are crucial in stimulating consumers. The fundamental essence of the 4P theory is that market demand is, to some extent, influenced by these variable factors. The task of enterprises is to integrate these variable factors according to their own needs to achieve the goal of maximizing enterprise profits. For the 4P theory, some European scholars have also proposed negative evaluations, believing that the elements in the 4P view are too simplistic and only suitable for micro-level problems, which is unreasonable in practice. Despite opposition, most marketing scholars still believe that the 4P theory is a very reasonable and adequate in current marketing (McCarthy, 2002).

Products are the physical objects or services provided by an enterprise and are the core competitiveness of the enterprise. When formulating product strategy, companies need to clarify the product's positioning, features, functions, and advantages to meet the needs and expectations of target customers. Product strategy also includes brand building, product design, quality control, and other aspects to ensure that products are competitive (Hillairet, Richard, & Bouchet, 2009).

A product is a physical product or service for a consumer who is ready to pay. It includes tangible goods like furniture, garments, grocery items, etc, and intangible products like services purchased by consumers. Scholar Singh M believed that product is the critical element of any marketing mix (Singh, 2012).

Pricing is the process of determining the selling price of products and is one of the critical factors affecting corporate profits and market share. When formulating price strategies, companies need to consider costs, competitors' prices, target customers' paying ability, and demand elasticity. Appropriate pricing can attract target customers, increase sales and market share, and achieve corporate profit goals simultaneously (Schnaars, 1998).

Prices do three kinds of things. They transmit information, they provide an incentive to users of resources to be guided by this information, and they give an incentive to owners of resources to follow this information. Milton Friedman's classic book provides the theoretical underpinning for and understanding prices (Friedman, 2017).

Place is the circulation path of products from producers to consumers, including sales places, distribution places, logistics places, etc. When formulating local strategies, companies need to consider how to effectively deliver products to target customers and how to choose appropriate sales places, such as direct sales, retailers, distributors, etc. Optimizing places can improve product accessibility and sales efficiency, and strengthen customer connections (Lebrun, Souchet, & Bouchet, 2013).

Place includes distribution channels, warehousing facilities, mode of transportation, and inventory control management, so it is a mechanism for transferring goods and services from service providers and manufacturers to consumers. If the product is a business product, the business team is required to interact with different customers and ensure the availability of the product. Scholar Singh believed that distribution has a significant impact on profitability, so companies should have excellent supply chain and logistics management plans (Baker, 2017).

Promotion is the marketing activity enterprises adopt to promote sales and market communication, including advertising, promotional activities, public relations, direct marketing, and other means. When formulating promotion strategies, companies need to consider the needs and purchasing behaviors of target customers, choose suitable publicity methods and platforms, and increase product visibility and appeal. Effective promotion strategies can increase product sales and promote brand image building, enhancing market competitiveness (Lipsey, 2006).

Promotion methods should diversifie. Scholar Xu believed that in addition to TV advertisements, outdoor media, online promotions, etc., cooperation between sports brand companies and international sports groups and sponsorship of various events are also one of the vital marketing methods known to consumers (Xu, Zhao, & Xu, 2014)

2.3.1.1 Product strategy

Product strategy is a pivotal aspect of companies' endeavors to achieve marketing goals by delivering a diverse array of tangible and intangible products tailored to meet consumer needs. This involves the adept combination and application of controllable

factors such as variety, specifications, styles, quality, packaging, features, trademarks, brands, and various service measures associated with the same product (Stern, 1999).

In the realm of product strategy, Weng advocated for sports brand companies to prioritize the production and promotion of sports shoes with innovative designs and superior quality. Weng emphasized the necessity of substantial investment in research and development, meticulous attention to product design details, and a focus on the critical elements of comfort and durability. Weng believed strict quality control measures are imperative, ensuring that each product delivers an unparalleled sports experience to consumers (Weng, & Zhang, 2015).

2.3.1.2 Pricing strategies

Pricing strategy is the compass for a company to strategically set and adjust prices based on market dynamics to achieve marketing goals. This multi-faceted approach covers essential pricing elements such as base price, discounted price, allowances, payment terms, trade credit, and a range of pricing methodologies that are cleverly applied to the nuances of the market (McGlone, & Martin, 2006).

In the realm of pricing strategy, Dolgui proposed a nuanced approach that involves the initial use of lower prices to attract consumers and establish a market foothold. Subsequently, Dolgui suggested transitioning to moderate prices to sustain sales momentum and enhance competitiveness in the dynamic market landscape. Additionally, Dolgui advocated for regularly deploying limited-time offers and promotions to continually captivate and expand the customer base (Dolgui, & Proth, 2010).

2.3.1.3 Place strategy

Place strategy refers to how a company chooses distribution channels wisely and coordinates the actual flow of goods to achieve marketing goals. This requires clever use of controllable factors related to distribution, including channel coverage, goods flow, the role of mediators, outlet configuration, warehousing, and transportation, etc. (Rainisto, 2003).

Kotler advocated using multiple channels for sales. Kotler believed that it is necessary to expand sales channels in offline physical stores and online e-commerce platforms. In addition, companies can also cooperate with world-renowned sports brands and put products on these partners' stores and websites to increase brand exposure and product sales (Kotler, 2002).

2.3.1.4 Promotional strategy

Promotional strategy is a way for enterprises to use various information dissemination methods to stimulate consumers' desire to buy and promote product sales to achieve their marketing goals, such as promotion-related advertising, personal selling, business promotion, public relations, etc. (Yasa, Giantari, Setini, & Rahmayanti, 2020).

Adefulu advocated a comprehensive approach to promotion, emphasizing the use of multiple channels. The first is strategic word-of-mouth marketing during product launches, involving influential media and sports experts to increase brand awareness. In addition, Adefulu advocated for online promotions on social media platforms, utilizing interactive strategies to increase brand awareness and consumer engagement (Adefulu, 2015).

2.4 Theoretical framework

The 4P marketing theory refers to the different dismantling and restructuring of the four elements involved in the marketing market, namely products, prices, place, and promotions, to form different marketing strategy combinations to adapt to the dynamic changes of the marketing market. Since the introduction of 4P marketing theory, it has always been the core and foundation of marketing theory, constructing the theoretical framework of modern marketing and making significant contributions to the development and practical application of marketing discipline in recent decades. Based on the latest trends in economic development and product markets, combined with the latest 4P marketing theory, this paper conducts research on the marketing strategies of Peak “TJ” sports shoe products from four perspectives: product, price, place, and promotion, providing new ideas for their product marketing (Bi, 2023).

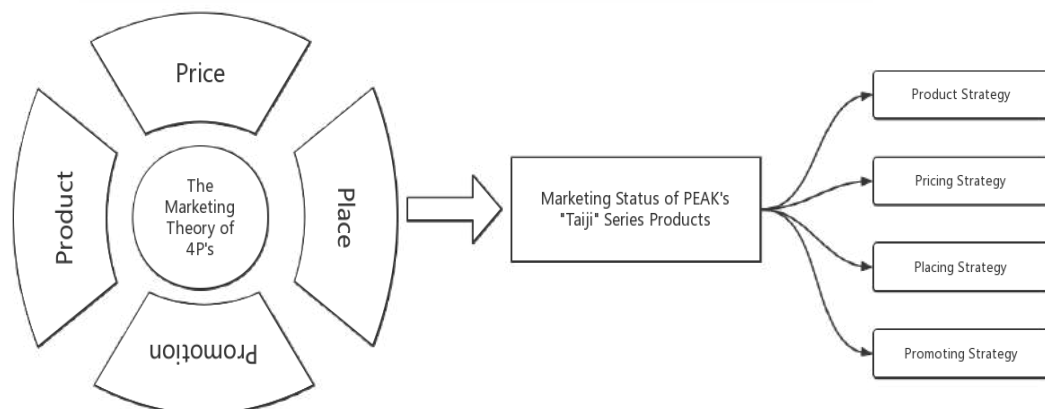


Figure 2. 1 Theoretical framework

Chapter 3 Research Methodology

This paper adopts a documentary research method based on 4P marketing theory, which is mainly used to understand the relevant views of the current marketing status and marketing strategies of sports brand enterprises. This paper analyzes and summarizes previous research by reading, collecting, and sorting out many journal documents, and elaborates on the four factors of product, price, channel, and promotion in the 4P marketing theory. By studying relevant literature on 4P marketing theory, systematically read and understand the latest research results on marketing strategies. Study and analyze existing research results, summarize, determine the appropriate theoretical framework for research, clarify the research direction of this paper, form basic research methods, and provide a theoretical basis for future research (Rajasekar & Verma, 2013).

Firstly, the study of product strategies of sports brand companies involves product design, innovation, and quality. By carefully studying the existing literature, most scholars believe that defining a successful product strategy is the core principle of sports brand enterprises.

Secondly, the price strategy adopted by sports brand companies plays a decisive role in market positioning. Through a systematic analysis of the pricing literature, this study aims to uncover the various methods that can be used by Peak Corporation to set prices and remain competitive.

Thirdly, the distribution channels chosen by sports brand companies have a significant impact on market coverage and accessibility. A comprehensive analysis of the channel strategy literature aims to reveal the importance of selecting, managing, and optimizing distribution channels for sports brands.

Finally, promotional strategies are critical to building brand awareness and sparking consumer interest. By studying the literature on promotional strategies, this study attempts to analyze which promotional methods, advertising techniques, and public relations strategies are more suitable for Peak Company to adopt.

This paper delves into the practical implications of 4P marketing theory by drawing on real-world examples and case studies. Integrating empirical evidence provides a tangible and authentic dimension to the research, enhancing its relevance and applicability in the field.

In conclusion, the insights derived from this comprehensive exploration contribute substantively to the ongoing discourse on marketing theory and strategies. This study

provides a solid theoretical foundation for future research endeavors, fostering a deeper understanding of the intricacies of 4P marketing theory and its practical implications in contemporary business environments.



Chapter 4 Finding and Conclusion

4.1 Current situation of Peak's "TJ" series products

4.1.1 Product status

Although Peak "TJ" sports shoes have high-tech adaptive midsole materials and good sports functionality, many things could be improved in the appearance design of their products. This "TJ" series of products continues the ordinary sports shoe appearance design from the overall appearance of sports shoes. Regarding shoe shape and color matching, most use a mundane black-and-white gray, which is too monotonous and needs more innovation. Some even imitate classic shoes from brands such as Nike and Adidas. Although this relatively standardized sports shoe appearance is more likely to meet the aesthetic needs of ordinary people, the Peak "TJ" sports shoes are products that can make the brand image of Peak Company younger and more fashionable and have driving significance. Therefore, they require an outstanding original design of the overall shoe body and more stylish and bold color matching.

Regarding material selection for sports shoes, Peak "TJ" sports shoes have a strong sense of affordability regarding product selection, including mesh woven materials for the shoe body, TPU outsole materials, shoe decoration materials, etc. The competitive goal of adaptive midsole technology for Peak "TJ" sports shoes was initially directed towards Adidas' self-developed midsole technology boost series. However, Peak "TJ" sports shoes' material texture still has a particular appearance gap compared to the Uta Boost shoes.

According to market feedback on Peak "TJ" sports shoe products, most consumers have average satisfaction with the appearance of "TJ" sports shoe products. In contrast, only a few consumers are satisfied with their appearance design. In forums such as the sneaker community, consumers are delighted with the functionality of sports shoe products. Still, their appearance design has become a target of criticism among consumers. Therefore, the critical issue for Peak "TJ" sports shoe products is improving their appearance, design, and material quality. In this way, consumers can change their previous stereotypes of the Peak brand and expand brand influence and customer numbers.

4.1.2 Price status

Before the launch of "TJ" sports shoes, the Peak brand mainly positioned its sports shoes in the mid to low-end market, with a pair of regular sports shoes priced at around

200 yuan. However, the positioning of “TJ” sports shoe products has correspondingly increased to the mid-range market due to the improvement of their technological content, which means that in the minds of consumers, it is easy to have a mismatch between price and brand. Although many professionals have recognized the current price of sports shoes in the state, there is still a specific difference in their product prices compared to the previously recognized Peak brand by consumers. To solve the mismatch between price and brand image, there are only two options: lower or improve the brand image. Lowering costs can quickly solve the problem of price and brand image mismatch and increase sales to some extent. However, due to the increase in research and development costs and raw materials, price reductions may lower overall profits and, to some extent, affect the progress of brand image, posing significant risks. Improving brand image is a lengthy and complex process, and it isn't easy to match prices with brand image in the short term. In summary, there are currently a series of imbalanced issues in the price and brand image of Peak “TJ” sports shoe products, as well as the consumption ability of target groups. How to solve this problem through ways such as reducing prices or quickly and effectively increasing brand awareness is a crucial consideration for Peak Company.

4.1.3 Place status

The current distribution of physical retail stores of the Peak brand is mainly concentrated in small and medium-sized cities, and the positioning of Peak “TJ” sports shoe products is mid-range sports shoe products. Therefore, the marketing channels of physical stores should be closer to first and second-tier cities. Data shows that as of 2019, there were around 6,000 retail stores under the Peak brand nationwide, and the overall number showed a decreasing trend. There are about 300 in first-tier cities, about 800 in second-tier cities, and around 5,000 in third-tier cities, indicating that Peak retail stores are mainly concentrated in second and third-tier cities, especially in third-tier cities. The product positioning of Peak “TJ” sports shoes is more suitable for settling in high-end fashion districts and large shopping malls with more young people. However, based on the current distribution of Peak Brands' physical stores, most are tiny or underground shopping malls in second and third-tier cities. There is an inevitable conflict between this and the market positioning of “TJ” sports shoe products. In recent years, Peak has gradually shifted the focus of its marketing channels from physical retail stores to Internet marketing. This Internet direct marketing channel strategy has the advantage of easy management and control to a certain extent. However, due to its single marketing channel, it also faces a series of risks, such as reduced audience coverage.

4.1.4 Promotion status

When promoting and promoting Peak “TJ” sports shoes, their content often only focuses on their unique adaptive midsole technology while neglecting other attributes of sports shoe products in promotion, such as wearing and matching, whether the materials are wear-resistant, and whether they are easy to clean. Regarding new media marketing, it is only the evaluation and recommendation of professionals needing more creativity in content. Promoting Peak “TJ” sports shoe products is only unilateral, instilling advertising content into consumers and requiring more interaction. Nike and Adidas place great emphasis on consumer interaction experiences. Nike releases product release information, cultural background stories, and offline event notifications through their apps, creating a close relationship with consumers. Adidas' membership system allows consumers to obtain a series of coupons, membership gifts, etc., by upgrading their membership and spending points, which enhances the interaction between the brand and consumers and improves customer stickiness.

4.2 Suggestions for the marketing strategy of the PEAK "TJ" series products

4.2.1 Improve the overall quality of the product

To achieve the market goal of high cost-effectiveness, product performance, that is, quality, is the top priority of the product. Product quality is the core of a product. Market research has found that among the factors consumers value most about sports shoe products, product quality accounts for the highest proportion. From this, the product quality of sports shoes is an essential indicator of whether the product has core competitiveness. From the product quality perspective, strict supervision of the production line and material supply is the most critical basic guarantee for the quality of Peak’s “TJ” Sports Shoe products.

Regarding product design, Peak can seek cooperation from well-known designers at home and abroad to reflect more fashionable and personalized design concepts in its products. While maintaining the original low-key and straightforward style of product design, it can also design trendy products with more cutting-edge aesthetics, daring to use exaggerated shapes and rich color schemes to meet the personalized needs of the current market. At the same time, strengthening the functional technological innovation and fashionable appearance design of the product through various channels can improve the overall quality of Peak's "TJ" sports shoe products, achieve the purpose of capturing consumers in the target market, and improve its competitiveness.

4.2.2 Differentiated Pricing Strategy

For sports shoe products, some limited edition products that are highly popular among consumers and prone to oversupply in the market mainly depend on the sales volume, style, and unique attributes, such as the commemorative significance of the shoes. Therefore, in terms of pricing limited edition products, PEAK can appropriately increase the product price, ensuring profit margins and improving the product's level. For relatively ordinary styles, the goal of reducing costs and promoting sales can be adopted to achieve mutual balance.

Although there is currently a precise range of consumer target groups for Peak “TJ” sports shoes, there may still be a mismatch between consumer purchasing power and product prices in a small field. For example, when an ordinary college student chooses basketball shoes, although college students are the leading target consumer group of Peak “TJ” sports shoes, there is still a significant difference between the price of the top basketball shoe product of Peak “TJ” sports shoes at around 700 yuan and the average consumption level of ordinary college students. Therefore, Peak can develop a flexible set of product prices for different consumer segments, such as certain specific products that can be divided into standard and student prices, to meet the needs of other consumer groups and improve overall profits.

4.2.3 Expand sales channels

Although the market positioning of the Peak brand used to be in the mid to low-end range, with the launch of the “TJ” sports shoe products, the product grade of the Peak company has also been qualitatively improved, and consumer recognition is still considerable. Compared to mid to low-end shoes from Nike and Adidas, the quality and design of the “TJ” sports shoes are equal. However, based on the current distribution of physical stores, competitors such as Li Ning, Anta, and 361 Degrees can be seen everywhere in Wanda Plaza and Vientiane City. However, in such high-end shopping malls with colossal customer traffic, the presence of the Peak brand is rarely seen. Therefore, if Peak wants to enhance its brand influence and product quality, it should strengthen its expansion into the high-end market and establish more physical stores in large and medium-sized shopping malls. Although Peak has many direct physical stores and distributors across the country, many cities still need help finding the brand and have yet to achieve accurate full coverage like the Li Ning brand. So, there is also a particular gap between Peak and other competitive brands regarding the national sales network range.

Establish O2O marketing model. The O2O (Online To Offline) marketing model connects e-commerce platforms with offline physical stores, achieving the integration of online orders, offline inventory, and logistics and driving offline consumption through online purchases. This model provides consumers with a richer and more comprehensive understanding of product information and price comparisons and provides a faster and time-saving consumption experience compared to online shopping. For Peak Company, this marketing model not only offers more opportunities for promotion and promotion but also solves the problem of customers needing help quickly understanding the product after visiting physical stores. In addition, this model can accurately locate customer groups based on big data and simultaneously drive online and offline sales, killing two birds with one stone.

4.2.4 Expand promotion methods

A successful sports brand generally has a well-established membership system, which is an effective means for consumers to enhance their brand impression and generate secondary purchasing behavior. Although Peak now has its membership platform and can redeem corresponding membership benefits through points, it still needs an interactive experience for consumers, mainly reflected in the cumbersome methods of obtaining issues and the low cost-effectiveness of member gifts. Peak Company should provide services on its membership platform that provide members with a better experience, such as direct redemption of points with stackable cash coupons, priority buying of limited edition shoe members, and premium holiday gifts consumers are more willing to accept. This optimization method will increase the maintenance cost of member platforms, but it has a better effect on enhancing brand image and promoting secondary purchases. On the other hand, Peak Company can also hold offline activities such as exhibitions that combine traditional culture with sports shoe products and have conventional Chinese characteristics. While promoting Chinese traditional culture also plays a role in product promotion and attracting consumers. Combining traditional Chinese culture and brand can make the Peak brand closer to the hearts of Chinese consumers and shape the brand's classic, patriotic, and friendly image.

To address the current issue of limited promotional content for Peak “TJ” sports shoes, the peak should combine new media marketing and provide a more diverse range of promotional videos and advertising content. In recent years, there has been an outbreak of short video traffic. Peak Company should use its advantages, such as high quick video traffic, fast dissemination speed, and sound dissemination effects, to increase temporary video promotion in new media marketing to achieve marketing objectives. In terms of content, in addition to existing blogger recommendations and professional evaluations, more short video ideas, such as songs and short dramas, can

also be added. When conducting new media marketing, such as quick video promotion, attention should be paid to whether the content can be highly integrated with the product and whether the content can be effectively transformed into the correct information consumers should receive. In addition, promotional content should enable the audience to feel the product's value and be highly integrated with the brand image to attract consumers' attention.

4.3 Conclusion

Peak's "TJ" series of products are currently facing challenges. The primary problem is the quality and appearance of the products, which need to be improved to improve market competitiveness. In addition, there is an apparent contradiction between brand image and product price, which may lead to confusion and distress for consumers. The single nature of distribution channels is also a major limiting factor in the current status quo. Finally, insufficient promotion methods limited the market influence of Peak's "TJ" series of products.

Based on the 4P theory, this paper analyzes the marketing status and marketing strategy of Peak's "TJ" series products from four aspects: product, price, place, and promotion, and draws the following conclusions.

Firstly, product quality and appearance need to be improved. From the product quality perspective, Peak Company should strictly supervise the production line and material supply. Regarding product design, Peak can develop and design more fashionable and personalized products by cooperating with well-known designers at home and abroad.

Secondly, there is a mismatch between brand image and price. Peak Company can try to issue limited edition products, appropriately increase the selling price of such products, and simultaneously reduce the cost of ordinary style products. Peak Company should also set different product prices for other consumers.

Thirdly, distribution channels are too single. The peak should strengthen its expansion into the high-end market and open more physical stores in large and medium-sized shopping malls. At the same time, Peak can adopt the Online to Offline marketing model to gain more publicity and promotion opportunities and boost online and offline sales.

Finally, promotion methods are not comprehensive enough. Peak Company should optimize the services of its membership platform to make it easier to obtain points and make membership gifts more cost-effective. Peak Company should also use short videos and combine new media for publicity and promotion to attract consumers' attention.



Chapter 5 Recommendation

This paper deeply analyzes the marketing strategy of Peak's "TJ" series of products based on the 4P theory. It puts forward suggestions for improvement in four aspects: product, price, place, and promotion. These findings not only provide room for improvement for Peak, but also provide helpful reference value for other sports brand companies, helping them better cope with challenges and improve competitiveness in the market.

There is room for improvement in product quality and appearance of Peak's "TJ" series products. Other sports brand companies can learn from this that they need to pursue excellence in both technological innovation and appearance design constantly. By increasing investment in R&D and paying attention to product details, companies can improve the performance and texture of their products and meet consumer demand for high-quality sports equipment.

From the mismatch between the brand image and price of Peak's "TJ" series of products, other sports brand companies can learn lessons to ensure that the brand image is consistent with the product price. Establishing a precise brand positioning allows the brand image to reflect better the product's value, which helps to increase brand loyalty and attract a wider consumer group.

In response to the problem that the distribution channels of Peak's "TJ" series products are too single, other sports brand companies can think about how to build more firm and flexible distribution channels. By cooperating with online and offline businesses and expanding partners, companies can better cover different regions and consumer groups and increase the market penetration of their products.

Peak Company has shortcomings in its promotion methods. Other companies can learn from its experience and adopt more comprehensive promotion methods. In addition to social media and sports event sponsorship, companies can explore more promotion channels, such as content marketing, offline experience activities, etc., to increase brand exposure, attract potential customers, and create a more comprehensive brand image.

Taken together, the research on the marketing strategy of Peak's "TJ" series products provides valuable reference experience for other sports brand companies. In a fiercely competitive market environment, companies should constantly use products, brand image, distribution channels, and promotion methods, and flexibly adjust strategies according to market changes. By learning from Peak's successes and shortcomings, other sports brand companies can better understand market demand,

enhance the competitiveness of products and brands, and achieve sustainable development. In future development, enterprises need to maintain the spirit of innovation, constantly optimize business strategies, adapt to dynamic changes in the market, and provide consumers with better products and services.



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