



**THE INFLUENCING FACTORS OF PRODUCT  
MARKETING STRATEGY OF ANTA**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION  
GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY  
2024**



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This Independent Study has been Approved as a Partial Fulfillment of the  
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### ABSTRACT

This study aims to provide valuable strategic insights to help companies optimize their marketing strategies, enhance market adaptability, improve decision-making efficiency, promote long-term growth, and enhance competitive advantage by analyzing in-depth the influencing factors of ANTA's product marketing strategies. This study examines the influence of four factors: consumer demand, purchase cost, purchase convenience, and bidirectional communication on ANTA's product marketing strategy.

The quantitative research method was used in this study. A total of 400 questionnaires were issued, of which 349 questionnaires were valid, with a validity rate of 87.2%. This study found that consumer demand, purchase cost, purchase convenience, and bidirectional communication had a positive effect on ANTA company's product marketing strategy. Through the analysis, the following suggestions are made: (1) emphasize consumer demand; (2) reduce the purchase cost; (3) enhance the convenience of buying; (4) strengthen bidirectional communication.

**Keywords:** marketing strategy, ANTA company, consumer demand, purchase cost, purchase convenience, bidirectional communication

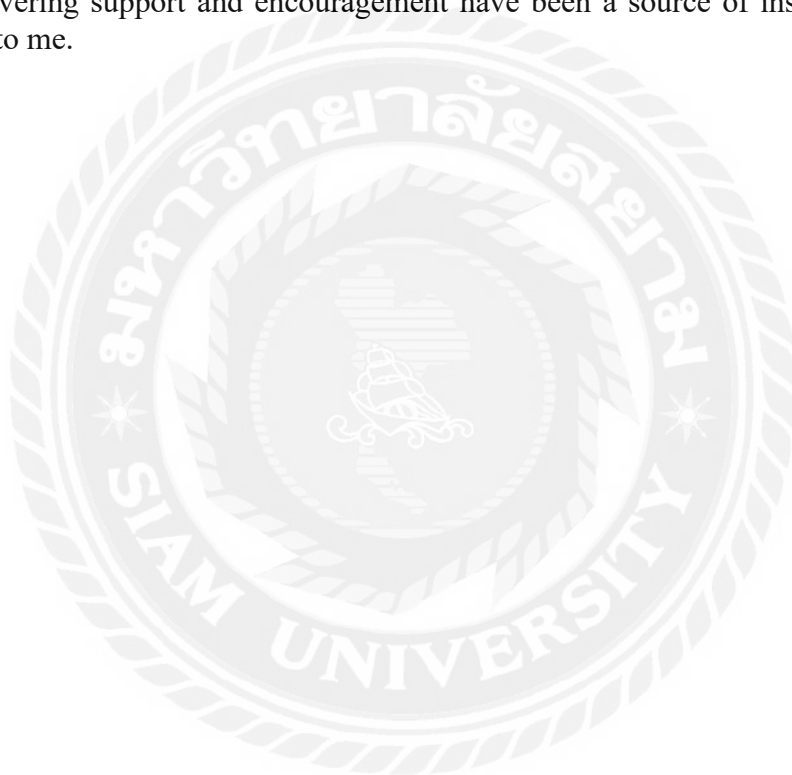
## ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor, for his invaluable guidance, support, and encouragement throughout my independent study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, the Dean of the Graduate School, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a scholar. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

Liu Yaping



## DECLARATION

*I, Liu Yaping, hereby certify that the work embodied in this independent study entitled “The Influencing Factors of Product Marketing Strategy of ANTA” is result of original research and has not been submitted for a higher degree to any other university or institution.*

*Liu Yaping*

(Liu Yaping)  
Dec 5, 2024



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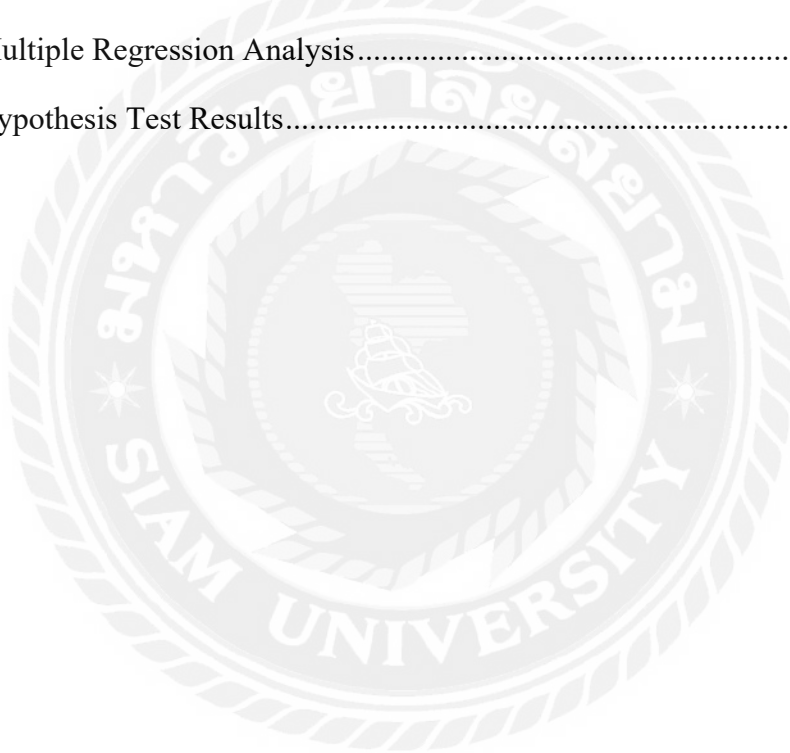
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# Chapter 1 Introduction

## 1.1 Background of the Study

Since the reform and opening up of China, China has made great progress in the field of sports and successfully established its image as a global sports power. In 2022, the Beijing Winter Olympics and Paralympics will be held, and the sports industry has achieved rapid growth in the economy. A series of policy documents related to China's sports industry has been issued by the government, and the government has vigorously promoted the deep development of “national fitness”, with more and more enterprises and people participating in sports to strengthen their bodies (Walters et al., 2022).

More and more enterprises and people are participating in sports to strengthen themselves and their bodies. Sports activities have become the mainstream way of leisure. With the synchronized growth of residents' income levels and the national economy, the quality of national life has improved significantly, and people pay more attention to the quality of life (Shih, 2020). According to the report released by the China Sports Goods Industry Federation, the per capita sports consumption amount in 2021 will be 5,670 yuan, an increase of 35% (Lv et al., 2022). The increase in demand will inevitably lead to the development of the industry, which in turn will open up new market demand (Esfidani et al., 2022). More and more Chinese sports brands continue to improve the quality of products and corporate services and strive to meet the needs and aspirations of the people for a better quality of life, forming a strong Chinese market.

As the world's most populous country, China has always had a vast consumer market for sporting goods. However, for a long time, this market has been occupied by foreign sports brands, because there is still a gap between Chinese sports brands and some international brands (Chunling, 2020). For example, compared with international sports brands, in terms of offline store location, international brands can more easily get a larger store area and better location due to their greater influence; from the marketing point of view, globalized brands can more easily get the opportunity to sponsor global events, and can also more easily reach cooperation with global sports stars; in product design, international sports brands are more powerful in product technology than international sports brands, and they are more competitive than Chinese brands (Wu, 2024). In terms of product design, the technological strength of international sports brands is ahead of the industry (Ben Hassen et al., 2020). However, in recent years, Chinese sports brands have attracted more and more Chinese people to buy their products through their unremitting efforts. 618 shopping festival, a striking change has occurred: sportswear sales in the field of the front, no longer those to Nike, Adidas, Andromeda, and Mizuno, led by the internationally renowned sports brands, but ANTA, Lining and other Chinese brands. Chinese sports brands continue to rise, a change in the past foreign brands occupy a large market share of the embarrassing situation, more and more Chinese sporting goods enterprises through the brand

upgrading strategy to continuously enhance the corporate brand image, and increase product consumption market share.

However, just improving product quality and spreading brand culture is not enough for Chinese sports brands. In the choice of marketing strategy, it can be found that most of the Chinese sporting goods companies tend to use price marketing - “good value for money” as a marketing point, or invite the current high degree of entertainment stars to endorse the marketing approach, these marketing tools have a certain marketing effect, but still cannot better utilize their advantages. Although these marketing tactics have certain marketing effects, they still fail to bring their advantages into full play (Lv et al., 2022; Menon, 2022). Chinese sports brands can consider the appropriate focus on the implementation of sports product marketing strategy, with the help of sports events to carry out marketing activities, sports activities as a marketing opportunity, and actively use the combination of online and offline media communication methods, the product or enterprise and sports competitions are closely linked together to promote sales growth, enhance omarket share, and increase corporate income (Alexis, 2021).

This research takes ANTA sporting goods company as the research subject. Through its strong brand operation ability and keen perception of China's sports goods consumer market, ANTA has revitalized these brands in the sports goods consumer market (Lv et al., 2022). ANTA has also revitalized these brands in the sports goods consumer market through its strong brand operation capability and keen perception of the Chinese sports goods consumer market. At the same time, ANTA has been utilizing the marketing strategy of sports products for a long time, actively sponsoring several sports events, and inviting many famous athletes, such as Kong Linghui, Gu Ailing, Wu Dajing, etc., to endorse its products (Wu, 2024).

## **1.2 Questions of the Study**

The following research questions are posed in this study:

(1) Does consumer demand have an impact on the product marketing strategy of ANTA?

(2) Does purchase cost have an impact on the product marketing strategy of ANTA?

(3) Does purchase convenience have an impact on the product marketing strategy of ANTA?

(4) Does bidirectional communication have an impact on the product marketing strategy of ANTA?

### 1.3 Objectives of the Study

The Chinese consumer market was no stranger to the decision-making behavior of enterprises implementing sports product marketing strategies. During the 1984 Los Angeles Olympics, the father of Jianlibao sponsored the Chinese Olympic team, which not only laid the foundation for the future legend of Jianlibao but also marked the official emergence of sports marketing in China's economic market. In 2000, Lining became the first Chinese brand to sponsor a foreign sports team, the French National Gymnastics Team, and in 2008, Lenovo served as a TOP sponsor of the Beijing Olympics, both being domestic enterprises that employed sports product marketing strategies. However, because the sports industry in China had not garnered much public attention in the past, the strength and effectiveness of sports marketing have been underestimated, leading many sporting goods companies to naturally overlook this marketing approach that could maximize their industry advantages.

This research was based on the industry characteristics of the sporting goods industry and sports marketing as the theoretical basis, the 4Cs theory of integrated marketing as a research theory, and ANTA company's sports product marketing strategy to analyze the factors affecting the enterprise in the hope of helping the enterprise in the future to continue to move forward steadily to win the lasting development. In addition, it was also hoped that the research could assist other sports brands in the implementation of sports product marketing strategy, provide a relatively perfect basic theory for their reference, and play a certain role in reference. The main objectives are as follows:

- (1) To explore the effect of consumer demand on the product marketing strategy of ANTA.
- (2) To explore the effect of purchase cost on the product marketing strategy of ANTA.
- (3) To explore the effect of purchase convenience on the product marketing strategy of ANTA.
- (4) To explore the effect of bidirectional communication on the product marketing strategy of ANTA.

## **1.4 Scope of the Study**

The scope of this study was ANTA. The population of the study was the consumers who purchased ANTA sports products in the last 6 months. A questionnaire survey was conducted online with 400 consumers. The demographics of the study included age, gender, income, and education level of the respondents. The research included consumers' needs and expectations of sports products, consumers' purchase cost of ANTA sports products, purchase convenience provided by ANTA companies to consumers, and two-way communication between companies and consumers. Meanwhile, the study took into account the development of science and technology and the development trend of marketing strategies for sports products and put forward corresponding measures and suggestions for improvement.

## **1.5 Significance of the Study**

### **1.5.1 Theoretical Significance**

Globally, sports marketing has been widely used as a marketing tool for a long time, but in China, sports marketing is still in the stage of rapid development, and a scientific and perfect research system and theoretical framework have not yet been established; relevant scholars lack a certain depth and breadth of sports marketing and related theoretical research, and enterprises lack practical experience in the application of sports product marketing strategies. Sports marketing is a shortcut to internationalization for Chinese enterprises. This research takes sports marketing as the research theory, the 4Cs theory of integrated marketing and brand marketing as the auxiliary research theory, combines it with the actual development status of ANTA sports and optimizes its marketing strategy influencing factors, to enrich the existing research theory of sports marketing and help enterprises accumulate practical experience in sports marketing.

### **1.5.2 Practical Significance**

With the expanding scale of China's sporting goods market and the increasingly fierce competition in the market economy, sports marketing, as a kind of marketing means to give full play to the advantages of the industry and to promote the brand in an all-round way, has gradually received the attention and importance of many sports brands. This research takes ANTA as the research subject, analyzes the influencing factors affecting the marketing strategy of ANTA sports products, analyzes the problems existing in the process of implementing sports marketing for the enterprise, and comes up with a reasonable optimization plan. This research can help ANTA sports products company to solve practical problems, improve marketing theory, and promote

enterprise development. At the same time, it helps other sports brands to examine the shortcomings of their marketing strategies, provides a practical reference for the management of sports marketing for enterprises, and is of great practical significance to the development and growth of the whole industry.

## **1.6 Definition of Key Terms**

**Marketing strategy:** The enterprise needs as a starting point, according to experience to obtain customer demand and purchasing power of information, the expectations of the business community, planned organization of various business activities, through the coordinated product strategy, price strategy, channel strategy, and promotional strategy, to provide customers with satisfactory goods and services to achieve the process of corporate goals.

**Consumer demand:** The sum of people's desire and purchasing power to satisfy the needs of material and cultural life and the desire and purchasing power of material products and services with the ability to pay in money. Consumer demand can be divided into primary material demand and advanced spiritual demand. Among them, the primary material demand is manifested in the consumption brought about by people to obtain the material for survival before they have not reached a certain consumption ability; the spiritual demand is the consumption brought about by people to get more non-material needs after they have satisfied the material needs.

**Purchase cost:** From the point of view of the reward value of the behavior, the cost is what is paid for what is obtained. The resources consumers pay for consuming a good, including gathering relevant information, making choice judgments, the price they pay for the good, and the related transaction costs, are all costs paid for consuming the good.

**Purchase convenience:** The degree to which consumers can easily and quickly obtain the goods or services they need during the purchase process. Convenience consumption focuses on the convenience of the service place and service mode for the main purpose of the type of consumption.

**Bidirectional communication:** Consumers can engage in meaningful communication with the company that delivers information and feedback quickly, accurately, and in a personalized manner. In bidirectional communication, the position of the consumer has undergone a fundamental change, and the marketing strategy has shifted from passively adapting to the consumer to actively communicating with the consumer.

## **Chapter 2 Literature Review**

### **2.1 Introduction**

In recent years, the number of sports enthusiasts in China has been growing rapidly, people's living standards have improved greatly, and the demand for sporting goods has been increasing, expanding the sporting goods market, and many domestic and foreign sporting goods enterprises have been engaged in fierce competition. Taking the ANTA brand as the research subject and analyzing the influencing factors of its marketing strategy helps the sporting goods enterprises to examine the shortcomings of their marketing strategy and continuously improve their marketing strategies, and it can also provide a reference for the development of other sporting goods brands.

The literature review of this study is based on the 4Cs theory of marketing strategy and integrated marketing to analyze the influencing factors of marketing strategy. The literature review illustrates the relevant studies of consumer demand, purchase cost, purchase convenience, and bidirectional communication. A conceptual model is constructed based on the relationship between the variables to determine the influence of each factor on the marketing strategy of ANTA products.

### **2.2 Literature Review**

#### **2.2.1 Marketing Strategy**

##### **(1) Research on Traditional Marketing Strategy**

Traditional marketing strategy is based on the traditional marketing environment, the core of which is based on the 4Ps framework. In the early 1900s, the emergence of marketing, the earliest concept of the American marketing expert Philip Kotler, the definition of marketing is the exchange of product value with others, in essence, that is, to complete the target exchange, to achieve the behavior of the production of the corresponding products and services (Starcevic, 2013). The American Marketing Association pointed out that marketing to achieve organizational and personal goals for exchange, to achieve this behavior to provide products and services, and in the process of providing products and services to set prices, sales, and other behaviors (Lee et al., 2014). Menon (2022) discussed the marketing strategy at the same time, but also studies and analyzes the actual development of the enterprise and the development of marketing in line with the needs of the development of enterprises. Strategic plan, is the plan of marketing strategy according to the classification of time, in the process of enterprise development using strategies to promote the progress of enterprise marketing. In addition, the scholars of the basic content of the marketing of a detailed

division, that marketing contains several levels, including the market environment, the competition, the enterprise's level of development the means of competition.

## (2) Research on New Marketing Strategies

With the continuous emergence of the concept of network marketing, more and more scholars have launched a study on network marketing. Many scholars put forward their own views on online marketing, Coughlan & Grayson (1998) collected the development of different countries and regions in network marketing. The progress of mobile Internet technology has made marketing a brand-new development. Lehmann (2005) stood in the perspective of consumers to study the development of marketing, after analyzing and finding that, by using mobile Internet technology, the variety of products in the market can be more abundant and comprehensive in front of consumers. With the progress of Chinese science and technology and the enhancement of consumers' economic ability, scholars and producers pay more attention to marketing research, and based on the combination of the actual development situation and previous theories, a theoretical framework in line with the development of modern enterprise marketing is established. The use of internet technology is expanding, Internet technology is still developing gradually, enterprises to achieve long-term development, must change the traditional business model, promote the production and sales of information technology, and digitization. However, it should be noted that the key to enterprise development is still the enterprise production technology, scientific and technological innovation, and other factors, the use of digital technology to obtain more sales channels and improve brand awareness, the use of data mode to help enterprises to make adjustments to the marketing strategy and innovation, to help enterprises to occupy more market share and thus achieve the purpose of profitability (Hu et al., 2023).

## (3) Research on Sports Marketing

The research on sports marketing has been carried out for many years and has entered a mature stage. Sotiriadou (2009) believed that sports marketing is the process of transforming and transmitting the value of sports products to realize the value-added process. Sports marketing management is only a part of the company's management functions, with the continuous development of the sporting goods industry, the content of its main content will continue to develop and change. The country, the government, sports enterprises, and the general public from the rapid development of the sports industry, sports products industry has gained the corresponding economic benefits, sports industry not only solves part of the problem of saving industry but also meets the needs of people's life, sports, fitness, can be said to be a win-win situation for all parties. Dluhosch & Horgo (2018) believed that with the acceleration of economic globalization, various industries are facing increasingly intensified international competition and challenges, and enterprises are in an era of coexistence of risks and



opportunities, so they should start from the market itself and adjust their development strategies to adapt to different groups and markets.

From the perspective of marketing means, Zhu & Jiang (2008) analyzed ANTA by using a questionnaire survey method and expert interview method, and gave some reasonable suggestions. From the perspective of sports organizations, Alonso & Calabuig (2019), starting from the marketing strategy of sports organizations and taking the social impact of sports organizations as the starting point, studied the development of sports organizations, and finally puts forward some reasonable suggestions for marketing strategies. From the perspective of consumer behavior, Araya et al. (2018) studied the effect of lower warning labels in a large number of large retailers on the demand for and probability of purchasing food products. This effect would have a greater impact on the consumer behavior of low and middle socioeconomic groups. Ventura et al. (2022) examined the impact of income and price elasticity on consumer behavior using the case of Brazilian airline transportation.

Using the data of scheduled flights of the Brazilian National Aviation Agency for regression analysis, and taking into account the regional variability within Brazil, the results of the study indicated that there is significant variability in consumer behavior across different geographic regions. Esfidani et al. (2022) studied the consumer behavior of music and chain stores, with music as the independent variable, the amount of time spent and the amount of money consumed by the consumers in the stores as the dependent variables, and gender and age as the dependent variables. Using gender and age as mediators, the findings showed that there is a significant relationship between the volume, subject matter, and tempo of the music and the amount of money spent by consumers during the time they spend in the store. Gender plays a moderating role in the volume of business and dwell time in retail stores. From the perspective of consumer behavior of sporting goods, Ferrucci et al. (2021) sampled 182 riders in Italy and analyzed the relationship between sports and consumer behavior using cluster analysis. The study indicated that different amateur participants differed in terms of consumer spending, intensity of physical activity, and so on. Rizvandi et al. (2019) studied the influential factors affecting the attendance of spectator games in the Iranian national basketball and volleyball leagues.

Attendance was analyzed qualitatively and quantitatively in terms of internal motivators, external motivators, internal constraints, and external constraints. The study has some reference value for sports event marketing activities. Ko et al. (2017) surveyed 471 sports consumers to establish a model to analyze the impact of sports consumers' personality needs on sports consumption behavior. The study showed that consumers' demand characteristics and participation levels interact with each other through hierarchical classes, which ultimately affect sports participation and spectators. The results of this study provide a reference for the development of effective segmentation strategies for sports consumer behavior.

## 2.2.2 The 4Cs Theory of Integrated Marketing

### (1) 4Cs Theory of Integrated Marketing

In 1990, American scholar professor Robert Lauterborn proposed the 4Cs theory (customer, cost, convenience, communication) of integrated marketing, which corresponds to the traditional 4Ps theory of marketing (Product, Price, Place, Promotion). He believed that the market was gradually shifting from a business-oriented market to a consumer-oriented market and that the theory and practice of marketing should also transition from the 4Ps marketing theory to the 4Cs marketing theory. This represents a shift from a business-oriented and market-oriented approach to a consumer-oriented approach, with all marketing tactics centering around consumers and using their needs as the benchmark for corporate development, unifying and integrating the dissemination of marketing content. The core of the 4Cs theory is consumer-centrality, where enterprises no longer formulate strategies based on themselves and the market but instead develop a series of related marketing strategies with a people-oriented approach (Chunling, 2020).

The 4Cs theory of integrated marketing sets consumers as the core element and redefines the four basic elements of the marketing mix: consumers' needs and expectations, consumers' purchase costs, providing purchase convenience for consumers, and two-way communication between enterprises and consumers.

In the 4Cs marketing theory, customers represent a revolution of the product element in the 4Ps marketing theory. The product strategy of the 4Ps marketing theory mainly revolves around what types of products a business can produce and how those products can meet consumer needs. However, the core of the 4Cs theory lies in what types of products consumers need and how enterprises should satisfy those consumer product needs. The customer focus in the 4Cs marketing theory emphasizes that enterprises should prioritize consumer needs, not just limiting themselves to selling products they can produce but instead offering products that meet consumer demands.

In the 4Cs marketing theory, cost is an update of the price element in the 4Ps marketing theory. Cost no longer refers to the production cost for enterprises but rather to the costs consumers bear in the process of purchasing products. Factors such as time costs, psychological burdens due to concerns about product quality, and risk costs incurred during the purchase decision should all be considered by enterprises, reducing the probability of consumers abandoning purchases due to excessively high additional costs.

In the 4Cs marketing theory, convenience is an optimization of the place element in the 4Ps marketing theory. The channel strategy of the 4Ps marketing theory emphasizes the cultivation of dealers and the establishment of sales networks, while 4Cs focuses more on facilitating consumer purchases. Based on understanding various

types of consumer-preferred purchasing methods, 4Cs focuses on consumers' purchasing experiences, ensuring they have positive shopping experiences and encouraging repeat purchases.

In the 4Cs marketing theory, communication is an improvement on the promotion element in the 4Ps marketing theory. Compared to the one-way linear communication approach in the 4Ps theory, 4Cs places greater emphasis on two-way communication between enterprises and consumers. Active communication with customers can make consumers feel more engaged and identified.

Higher education institutions adopt marketing principles to achieve their organizational goals, but applying the traditional marketing mix characterized by the 4Ps directly may pose challenges, making the 4Cs theory a more suitable alternative (Walters et al., 2022). Jinryeol Lee & Kim (2005) applied the 4Cs theory in the field of design, re-establishing marketing concepts suitable for environmental design and proposing components and application methods for design marketing. Kartajaya et al. (2013) pointed out that enterprises must develop products, services, and corporate cultures that inspire and reflect consumer values. This viewpoint aligns with the 4Cs theory of integrated marketing. Research on the 4Cs theory of integrated marketing is no longer in its preliminary stages, and both the depth of theoretical research and the breadth of practical applications should be further enhanced. Chaudhary et al. (2022) conducted research on the predictive role of 4Cs marketing mix factors on trust, tested the research framework, and further explored the impact of trust on industry brand loyalty.

Moghaddam (2019) explored the impact of marketing on the competitiveness of insurance companies from the perspective of the 4Cs theory, studying how customer concentric marketing mix elements affect a company's competitiveness. He found that the factors with the greatest impact on the competitiveness of insurance companies are customer cost, value orientation towards customer friendliness, and purchase convenience. Based on the 4Cs theory, Chunling (2020) analyzed which elements of the 4Cs represent online-offline connectivity through an investigation of online and offline advertising cases. Kang (2018) discovered that only by establishing a 4Cs marketing mix strategy that meets consumer needs can the performance of catering enterprises be effectively improved.

## (2) Consumer Demand

Research on consumer demand has formed a relatively complete theoretical system, which mainly emphasizes the importance of understanding consumer demand for brand success. These studies not only provide in-depth theoretical analysis but also offer practical marketing strategies and suggestions for enterprises. Excellent design is a sign of success for sports brands and represents the value of sports brands. Inspiring the public's desire to buy through novel brand design can promote the continuous

development of the brand (Lancaster, 2019). This viewpoint emphasized the importance of design in appealing to consumer needs. Consumer behavior includes needs, motives, purchase decision-making processes, etc. Companies needed to understand consumer needs. Adjusting marketing strategies to address consumer needs could increase a company's competitiveness (Bartels, 2019). Scholars generally agreed that consumer demand is the core of marketing activities. Consumer demand is influenced by a variety of factors, including personal factors (age, gender, income, education, etc.), social factors (culture, family, social circle, etc.), and psychological factors (motivation, perception, attitude, etc.). Enterprises needed to understand consumer needs and fulfill these needs through innovative product design, marketing strategies, and services (Alexis, 2021).

### (3) Purchase Cost

In the consumer market, purchase cost is one of the important factors that consumers consider when making purchase decisions. It includes not only the price of goods or services but also various costs associated with it, such as time cost, energy cost, risk cost, and so on. Scholars' research on consumer purchasing costs helped companies to understand consumer purchasing behavior more deeply, and to develop more effective market strategies (Aspris et al., 2013). There existed a correlation between the evolution of payment methods and the changes in consumer purchasing decisions. The transformation of payment methods influences consumer purchasing decisions by affecting payment costs. As payment methods evolved from commodity-based payments to third-party payments, payment costs follow a decreasing trend, and consumers' sensitivity to payment costs increases.

Consequently, the purchasing decision-making process shifts from a stimulus-response model to a comprehensive choice model. During the purchasing process, consumers utilize mental accounting to assess costs. Mental accounting refers to the psychological process in which consumers categorize, code, evaluate, and budget different sources of income and expenditures in their minds. When faced with purchasing decisions, consumers make choices based on the budget and cost-benefit analysis in their mental accounts (Aspris et al., 2013; Kartajaya et al., 2013). When consumers purchase goods or services, they considered various costs and expect to receive a corresponding value. When the perceived value exceeds the purchase cost, consumers will be satisfied; conversely, dissatisfaction may arise (Menon, 2022). Rust et al. (2019) explored the relationship between purchasing costs and consumer satisfaction, and finds that purchasing costs are one of the most important factors affecting consumer satisfaction. To attract consumers and promote sales, companies develop various marketing strategies to reduce consumers' purchase costs. Enterprises can reduce consumers' price costs by providing coupons, discount promotions, free trials, etc. At the same time, they can also reduce consumers' time and energy costs by optimizing the shopping process and providing convenient payment methods. These strategies help to enhance consumers' purchase intention and satisfaction.

#### (4) Purchase Convenience

Research on consumer purchasing convenience has achieved certain results, and these studies have explored the impact of shopping accessibility on consumer purchasing behavior from multiple perspectives. These research results not only enrich the theory of consumer behavior but also provide useful references for e-commerce enterprises and traditional retail enterprises. Starcevic (2013) conducted a study by building a structural equation model, which showed that the impact of shopping accessibility on e-shopping is inconsistent, and is mainly dependent on the geographic location of a large city and that internet users who live in an urban area, a shopping accessibility areas or both tend to shop online more often than those in other areas. Moghaddam (2019) analyzed how to increase online shopping rates by using cluster analysis methods, in which shopping accessibility was included as an important consideration. Zhu & Jiang (2008) developed an econometric behavioral model to understand the factors influencing shopping decisions, which involved consumers' perceptions of shopping convenience. Scholars used an explanatory structural modeling approach to understand the online shopping driving relationships and found that shopping convenience is one of the key factors influencing consumers' online shopping decisions. Cheng & Fu (2018) used structural equation modeling and difference-in-differences analysis, to explore the attitudes and main determinants of online shopping behavior of millennial, in which shopping convenience was considered as an important influencing variable. Chunling (2020) discussed the factors and behaviors that lead to consumers' barriers to using online shopping by extending the technology acceptance model, which mentions the positive role of shopping convenience in removing barriers to shopping.

#### (5) Bidirectional Communication

Bidirectional communication between businesses and consumers holds significant importance in marketing. Scholars have conducted in-depth research on theoretical frameworks, practical applications, challenges, and solutions, providing valuable references and guidance for enterprises. In the relationship between businesses and consumers, bidirectional communication is regarded as a necessary means for building Customer Relationship Management (CRM) and a crucial factor in enhancing market performance (Kang, 2018). The content, strategies, methods, and effectiveness of communication between businesses and consumers exert significant influences on consumers' emotions, intentions, decisions, and behaviors. With the development and application of Internet technology, communication between businesses and consumers is not limited to offline contexts; online communication, exchanges, and interactions between them have become increasingly convenient and in-depth. Scholars emphasize the importance of communication strategies in their research, including the selection of information, modes of transmission, and communication channels (Starcevic, 2013).

Effective communication strategies can strengthen the connection between businesses and consumers, improving consumer satisfaction and loyalty. With the prevalence of social media, it has emerged as an important channel for bidirectional communication between businesses and consumers. By posting information, responding to consumer feedback, and engaging in interactive activities on social media, businesses can strengthen their ties with consumers and enhance their brand image. Through data analysis and technological means, businesses can understand consumers' needs and preferences, thereby providing more personalized product and service recommendations. This personalized communication approach can strengthen consumers' purchase intentions and loyalty (Rust et al., 2019). Bidirectional communication emphasizes interaction and feedback between businesses and consumers. Businesses need to listen to consumers' voices, understand their needs and dissatisfaction, and respond and make improvements promptly. This interaction and feedback mechanism can enhance consumers' trust and satisfaction.

Due to differences in language, culture, background, and other factors, communication barriers may exist between businesses and consumers. By conducting market research and understanding the characteristics of the target consumer group, businesses can establish a common language and cultural background to reduce these communication barriers. Businesses need to provide valuable and attractive information to capture consumers' attention and meet their needs. Through transparent and honest behaviors and communication methods, businesses can enhance consumers' trust in them.

### **2.3 ANTA Profile**

Founded in 1991, ANTA has been dedicated to designing, producing, and selling sporting equipment such as footwear, apparel, and accessories for many years. After more than 30 years of sustained growth, ANTA sports has evolved from a humble shoe-making workshop into the world's third-largest sporting goods company, renowned both domestically and internationally. To better meet the diverse needs of consumers and align with their practical requirements, the ANTA group has long adhered to a development strategy of single focus and multi-brand. ANTA owns multiple renowned sports brands, covering three major brand camps: professional sports brands, outdoor sports brands, and fashion sports brands, targeting a diverse range of consumer groups. Moreover, this diversified brand matrix has led to diversified pricing, ranging from hundreds to thousands of yuan, fully satisfying the consumption needs of customers at various levels.

At the same time, ANTA has consistently focused on innovating products and increasing investment in product research and development. It has established global design and research and development centers in Los Angeles, Tokyo, Seoul, Milan, mainland China, and Hong Kong employing nearly 200 design and R&D experts from 20 different countries and regions. ANTA has accumulated over 1,200 national

innovation patent applications. More importantly, ANTA has always adhered to a sports marketing strategy. Since 2009, ANTA sports has been a loyal partner of the Chinese Olympic Committee, steadfastly supporting the development of China's sports industry. ANTA sports has provided sports equipment support to 28 national teams, not only for competition equipment but also for athletes' award ceremony attire, daily training footwear and apparel, and more. Since its inception, the ANTA group has also been enthusiastic about social sports public welfare activities, founding the Thrive Public Welfare Program and establishing multiple sports public welfare projects. It has donated hundreds of millions of cash and supplies, vigorously promoted physical education literacy programs, and built a relatively complete physical education curriculum system. ANTA sports sincerely hopes to help every child in poverty, with the assistance and protection of ANTA products, scientifically strengthen their physique through sports activities, enjoy the fun brought by sports, and thrive happily under the blue sky, just like other children.

## 2.4 Conceptual Framework

In this study, through the review on the influencing factors of ANTA product marketing strategy, the research refined the various types of influencing factors affecting the product marketing strategy of ANTA and finally drew an integrative analytical framework of the influencing factors of ANTA marketing strategy. The model is shown in Figure 2.1.

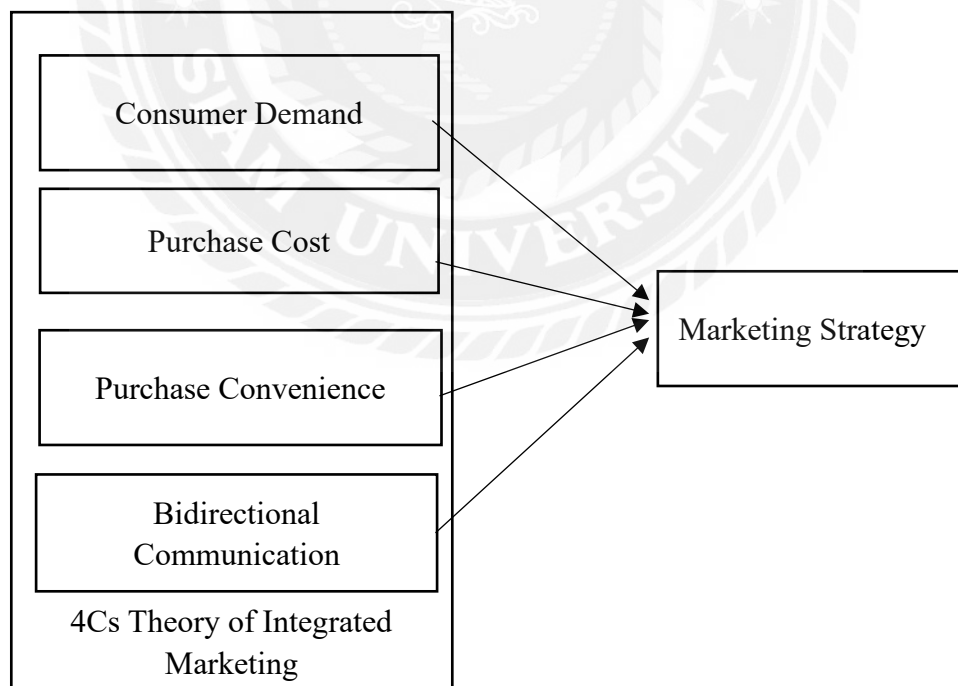


Figure 2.1 Conceptual Framework

## **Chapter 3 Research Methodology**

### **3.1 Research Design**

This study designed a conceptual model of the influencing factors of the product marketing strategy of ANTA respectively, consumer demand, purchase cost, purchase convenience, and bidirectional communication, four independent variables, and marketing strategy as a dependent variable. This study used a questionnaire survey method to collect data and used the quantitative methods to analyse data.

### **3.2 Population and Sample**

In studying the influencing factors of ANTA product marketing strategy, the population was consumers who had purchased ANTA products in the last 6 months. This group included consumers of different ages, genders, geographic regions, income levels, consumption habits, and other characteristics.

The sample was a portion of consumers selected from the overall population for research. The selection of the sample needed to follow certain principles and methods to ensure its representatives and reliability. In this study, the sample was selected through random sampling to avoid the influence of subjective bias on the research results. To ensure the stability and reliability of the research results, the number of sample was determined at 400. By adopting scientific research methods and analytical tools, this study revealed the influencing factors of ANTA product marketing strategy and provided strong support for the company's marketing strategy.

### **3.3 Hypothesis**

The purpose of this study was to examine the specific effects of consumer demand, purchase cost, purchase convenience, and bidirectional communication on ANTA company's marketing strategy through empirical analysis, and to provide theoretical support and practical guidance for optimizing the company's marketing strategy. The following hypotheses are proposed in this study:

H1: Consumer demand has a significant effect on the product marketing strategy of ANTA.

H2: Purchase cost has a significant effect on the product marketing strategy of ANTA.

H3: Purchase convenience has a significant effect on the product marketing strategy of ANTA.



H4: Bidirectional communication has a significant effect on the product marketing strategy of ANTA.

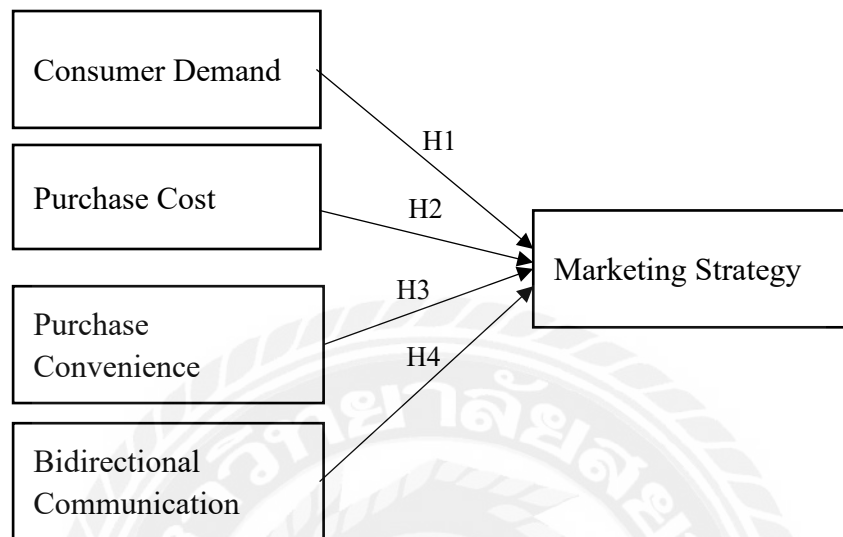


Figure 3.1 Hypotheses

### 3.4 Research Instrument

A questionnaire was designed based on the Likert five-point scale. This study developed items for four variables separately. In the survey questionnaire, five items are set for consumer demand, addressing the influence of product innovation, product cost-effectiveness, brand image, choice of marketing channels, and the attractiveness of promotional activities. Five items are set for purchase cost, addressing the impact of price sensitivity, purchase intention, price discounts, and perceived purchase cost on marketing strategies. Five items are set for purchase convenience, addressing the influence of diversity and satisfaction with purchase channels, simplicity of the purchase process, ease of product information access, convenience of after-sales service, and diversity of payment methods on marketing strategies. Five items are set for bidirectional communication, addressing the impact of clarity in brand message delivery, emphasis on consumer feedback, diversity of bidirectional communication channels, speed of communication response, and personalized communication experiences on marketing strategies. Six items are set for marketing strategy, covering brand awareness, product innovation, price competitiveness, channel layout and convenience, promotional activity intensity, and customer service. In total, the survey questionnaire contains 26 items, as shown in Table 3.1.

Table 3.1 Measurement Items

Measurement Item	NO.
<b>Consumer Demand</b>	
I believe that the level of innovation in ANTA's products satisfies my pursuit of freshness and personalized needs.	Q1
I think ANTA's products meet my expectations in terms of cost-effectiveness, with reliable quality.	Q2
ANTA's brand image aligns with my values and lifestyle, and I am willing to recommend it to others.	Q3
I find ANTA's online and offline marketing channels to be diverse and convenient for purchasing and obtaining product information.	Q4
ANTA's promotional activities, such as discounts, giveaways, and flash sales, attract me to purchase more products.	Q5
<b>Purchase Cost</b>	
The price of ANTA's products has a significant impact on my purchasing decisions, and I hesitate to buy if the price is too high.	Q6
I prefer to choose ANTA's products with a simple and time-saving purchase process to save my time and energy.	Q7
If ANTA's purchase process is complicated or its after-sales service cumbersome, I will consider switching to other brands.	Q8
ANTA's discount promotions and coupon activities significantly increase the frequency of my purchases of the brand's products.	Q9
I consider the cost-effectiveness of ANTA's products (i.e., the ratio of product performance to price) as an important criterion for evaluating the brand.	Q10
<b>Purchase Convenience</b>	
ANTA offers diverse online and offline purchase channels, making it convenient for me to buy the products I need anytime and anywhere.	Q11
ANTA's purchase process is simple and quick, reducing the time and energy I spend during the purchase.	Q12
Product information from ANTA (such as size, material, and function) is easily accessible, helping me make quick purchasing decisions.	Q13
ANTA provides convenient and efficient after-sales services (such as returns, exchanges, and consultations), enhancing my loyalty to the brand.	Q14
ANTA supports multiple payment methods, allowing me to pay according to my preferences and habits.	Q15
<b>Bidirectional Communication</b>	
ANTA is able to convey its brand information (such as product features, brand image, and promotional activities) clearly and accurately, making it easy for me to understand.	Q16
ANTA values and actively responds to my feedback and suggestions, making me feel respected and valued.	Q17
ANTA offers multiple communication channels (such as social media, customer service hotline, and in-store consultations) for me to interact with	Q18

the brand at any time.	
ANTA responds quickly to my inquiries or feedback, making me feel that the communication efficiency is high.	Q19
Based on my purchase history and preferences, ANTA provides personalized communication content and recommendations, making me feel attended to and valued.	Q20
<b>Marketing Strategy</b>	
I believe that ANTA's brand recognition and image are very high.	Q21
ANTA continuously introduces innovative and diversified products to meet my needs.	Q22
I think ANTA's product prices are competitive compared to other brands.	Q23
ANTA's online and offline channel layout is reasonable, making purchases very convenient.	Q24
ANTA frequently launches promotional activities with significant discounts.	Q25
ANTA provides excellent customer service with strong interactivity.	Q26

### 3.5 Reliability and Validity Analysis of the Scale

#### 3.5.1 Questionnaire Reliability Analysis

Reliability analysis is a statistical process that reflects the degree of the measured characteristics based on the consistency or stability of the test scale results. The more unified the test results are, the more representative the data are of the overall, and the higher the reliability is. Through reliability analysis, the research can understand whether the questionnaire design is reasonable and make corrections to avoid classification errors. Cronbach's alpha evaluated the internal consistency of test items. The higher the value of Cronbach's alpha, the higher the degree of consistency among items. When the reliability coefficient of the sub-scale is above 0.7, the reliability coefficient of the questionnaire is good; when the reliability coefficient of the sub-scale is between 0.6 and 0.7, it is also acceptable; when the reliability coefficient of the total scale needs to reach 0.8 or higher, it proves that the overall reliability is good.

In this study, Cronbach's Alpha was adopted as the detection index of questionnaire reliability. A Cronbach's Alpha value greater than 0.8 indicates that the scale is reliable. The closer the value of Cronbach's Alpha is to 1, the higher the reliability and the smaller the error of the measured results is. Through data analysis, the Cronbach's Alpha values of consumer demand, purchase cost, purchase convenience, bidirectional communication and marketing strategy were 0.875, 0.885, 0.865, 0.874 and 0.869, respectively. The internal consistency of the questionnaire is good, and the reliability of the questionnaire is high, as shown in Table 3.2.

Table 3.2 Variable Reliability Test

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Q1	0.756	0.868	0.875
Q2	0.735	0.867	
Q3	0.754	0.837	
Q4	0.751	0.818	
Q5	0.775	0.847	
Q6	0.753	0.832	0.885
Q7	0.742	0.874	
Q8	0.738	0.857	
Q9	0.773	0.839	
Q10	0.765	0.877	
Q11	0.717	0.891	0.865
Q12	0.741	0.847	
Q13	0.749	0.883	
Q14	0.735	0.815	
Q15	0.757	0.868	
Q16	0.741	0.837	0.874
Q17	0.775	0.871	
Q18	0.749	0.875	
Q19	0.734	0.884	
Q20	0.743	0.859	
Q21	0.767	0.843	0.869
Q22	0.767	0.864	
Q23	0.749	0.858	
Q24	0.774	0.869	
Q25	0.731	0.857	
Q26	0.737	0.872	

### 3.5.2 Questionnaire Validity Analysis

The Kaiser-Meyer-Olkin value (KMO) compares the simple and partial correlation coefficients between variables, ranging from 0 to 1. A KMO value should be greater than 0.7, and a KMO value of 0.9 or higher indicates that the data on the scale are "well suited" for factor analysis. The survey data showed that the overall KMO value was 0.883, with a significance of 0.000, which is less than 0.05, reaching a significant level, indicating that factor analysis could be conducted. Confirmatory factor analysis (CFA) was conducted in this study. From the results of the factor analysis of the variables, it is known that the cumulative explanatory rate of consumer demand, purchase cost, purchase convenience, bidirectional communication and marketing strategy are 85.386%, respectively, more significant than 0.5. this indicates that they are suitable for factor analysis. Four valid factors were obtained from the

factor analysis: consumer demand, purchase cost, purchase convenience, and bidirectional communication.

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.883
Bartlett's Test of Sphericity	Approx. Chi-Square	3312.773
	df	121
	Sig.	0.000

All the question items were divided into three dimensions by Confirmatory factor analysis, and from the results of the independent variable factor analysis, a total of four items with eigenvalues greater than 1 were extracted, which was consistent with the original topic division. And the factor loading of the questionnaire measurement items are all greater than 0.5, and the differentiated validity between each dimension is better, indicating that each dimension is better independent. It indicates that the overall validity of the questionnaire is good.

### 3.6 Data Collection

The consumers who had purchased ANTA sports products in the last 6 months were selected as the research subjects in this study, and the data collection period was from May 2024 to August 2024. The questionnaires were distributed and collected mainly with the help of the Questionnaire Star online platform, which sent links to the research subjects to fill in the questionnaires in the form of WeChat, QQ, Weibo, and so on. A total of 400 questionnaires were distributed. During the process of questionnaire recovery, the research team carried out rigorous checks to eliminate invalid questionnaires, including those that were incomplete or with apparently inconsistent answers. A total of 349 questionnaires were finally recovered, with an effective recovery rate of 87.2%. The efficient questionnaire collection process ensured the adequacy and representatives of the data and provided a solid foundation for the subsequent analysis. Through this process, the research team succeeded in obtaining a large amount of valuable data, which can be used to deeply analyze the influencing factors of the company's marketing strategy.

### 3.7 Data Analysis

#### 3.7.1 Descriptive Statistics

The software used in the descriptive statistics included Excel and SPSS, and the statistical analysis on the mean, standard deviation, percentage, normal distribution, kurtosis value, and skewness value were mainly conducted on the demographic

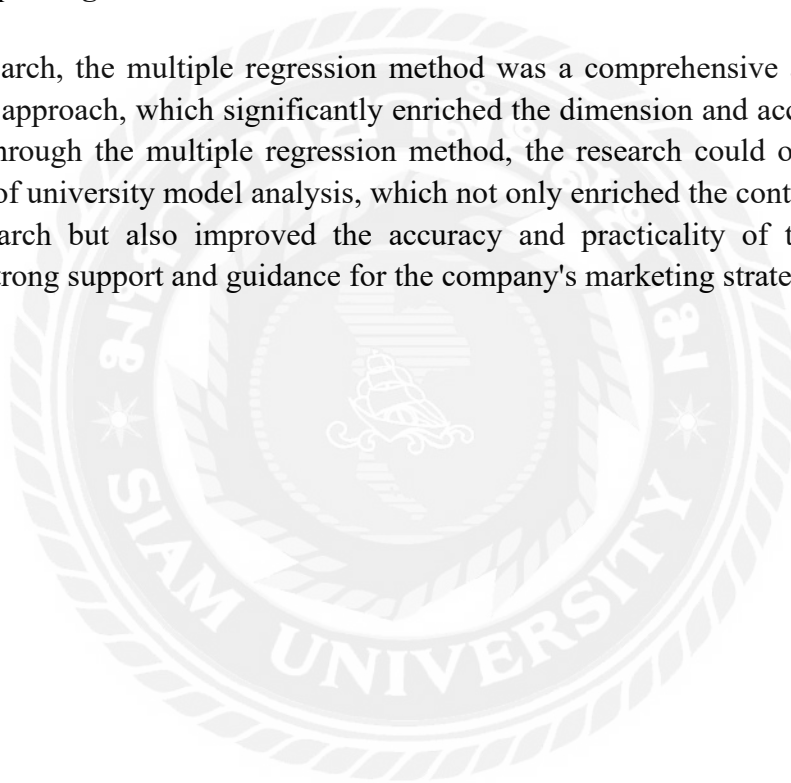
characteristics of sample. Descriptive statistics provided basic support for further analysis of the data.

### **3.7.2 Factor Analysis**

Exploratory factor analysis was conducted on the survey data through SPSS to extract common factors and determine the common dimensions of marketing strategy. The reliability and validity of the constructed model were determined, which provided a theoretical basis for the improvement of the marketing strategy system.

### **3.7.3 Multiple Regression**

In research, the multiple regression method was a comprehensive and in-depth exploration approach, which significantly enriched the dimension and accuracy of the research. Through the multiple regression method, the research could overcome the limitations of university model analysis, which not only enriched the content and level of the research but also improved the accuracy and practicality of the research, providing strong support and guidance for the company's marketing strategy.



## Chapter 4 Findings and Discussion

### 4.1 Findings

#### 4.1.1 Demographic Characteristics of Participants

Table 4.1 Descriptive Statistical Analysis of Participants

Item	Options	Frequency	Percent%
Gender	Male	217	62.2
	Female	132	37.8
Age	Under 25	64	18.3
	26-45	171	49.0
	Above 45	114	32.7
Income	below 3000	51	14.6
	3001-6000	96	27.5
	6001-10000	113	32.4
	10001-20000	68	19.5
	Above20000	21	6.0
Education	High school and below	87	24.9
	Undergraduate	96	27.5
	Master's degree	94	26.9
	Others	72	20.6
Total		349	100.0

In terms of gender distribution, there are significantly more male consumers (62.2%) than female consumers (37.8%). This data suggests that ANTA may need to pay more attention to the needs and preferences of male consumers when developing its marketing strategies. However, this does not mean that the female market is unimportant, as female consumers also occupy a significant percentage of the market share. ANTA companies can launch different products or marketing campaigns for consumers of different genders through gender segmentation strategies to better meet their needs.

In terms of age distribution, 26-45 years old consumers have the highest share (49.0%), followed by Above 45 years old consumers (32.7%), while Under 25 years old consumers have a relatively low share (18.3%). This data suggests that ANTA's target consumers are mainly concentrated in the middle-aged and younger age groups. In formulating its marketing strategy, ANTA can pay more attention to the needs and preferences of consumers in this age group, such as launching products such as sports shoes and apparel that match their aesthetics and functions. Meanwhile, it can also consider how to attract young consumers to expand its market share.

In terms of income distribution, the highest percentage of consumers is in the range of \$6001-10000 (32.4%), followed by those in the range of \$3001-6000 (27.5%). This indicates that ANTA's target consumers are mainly concentrated in the middle-income group. When formulating its pricing strategy, ANTA needs to take into account the consumption ability and purchase willingness of this group to ensure that the product price is reasonable and competitive. At the same time, it can also introduce different grades of products for consumers of different income levels to meet their different needs.

In terms of educational attainment, the proportion of consumers with bachelor's, master's, and other degrees is relatively balanced, while the proportion of consumers with high school education and below is the lowest (24.9%). This data suggests that ANTA's target consumers are generally better educated. In formulating its marketing strategy, ANTA can pay more attention to the cultural background and interests of these consumers and launch products and marketing activities that match their aesthetics and values. At the same time, it can also consider how to attract less educated consumers to expand its market share.

To summarize, ANTA needs to fully consider the impact of factors such as gender, age, income, and education on consumer demand when formulating marketing strategies. Through a gender segmentation strategy, launching different products or marketing activities for consumers of different age groups, formulating a reasonable pricing strategy, and paying attention to consumers' cultural backgrounds and interests, ANTA can better satisfy consumers' needs and improve market competitiveness. At the same time, it is also necessary to constantly pay attention to market changes and changes in consumer demand, and timely adjust the marketing strategy to adapt to market changes.

#### 4.1.2 Correlation Analysis

Table 4.2 Correlation Between Variables (Pearson Correlation Matrix)

	Consumer Demand	Purchase Cost	Purchase Convenience	Bidirectional Communication	Marketing Strategy
Consumer Demand	1				
Purchase Cost	.685**	1			
Purchase Convenience	.667**	.735**	1		
Bidirectional Communication	.692**	.761**	.745**	1	



Marketing Strategy	.683**	.771**	.776**	.735**	1
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In this study, Pearson's correlation analysis was used to explore the relationship between consumer demand, purchase cost, purchase convenience, bidirectional communication, and marketing strategy. The Pearson's correlation coefficient (r) is used to measure the strength and direction of the linear relationship between two variables and takes values ranging from -1 to 1, where: 1 indicates a perfect positive correlation, when one variable increases, the other also increases; -1 indicates a perfect negative correlation, i.e., when one variable increases, the other decreases; 0 indicates no correlation.

This study analyzed the relationship between variables, which included consumer demand, purchase cost, purchase convenience, bidirectional communication, and marketing strategy. The correlation coefficients illustrate the factors that influence the marketing strategy. The results of the analysis showed that the Pearson correlation coefficients for consumer demand, purchase cost, purchase convenience, bidirectional communication, and marketing strategy ranged from 0.667 to 0.776, which is less than 0.9 with  $P < 0.01$ , indicating that there is a correlation between the variables and that it is positive but not extremely strong (i.e., the correlation coefficient is less than 0.9). All correlation coefficients have a P-value of less than 0.01, indicating that these correlations are statistically significant. The P-value (probability value) less than 0.01 implies that the possibility that these correlations are due to random chance can be ruled out at a 99% confidence level and that the correlations are real.

The correlation coefficient between consumer demand and marketing strategy is 0.683, which shows that there is a strong positive relationship between the two. Consumer demand is the basis of market positioning, enterprises need to understand the needs, preferences, and behavioral characteristics of target consumers through market research, to find a suitable market positioning for their products or services. Purchase cost has a correlation coefficient of 0.771 with marketing strategy, indicating that the marketing strategy has a significant impact on the purchase cost, and reasonable marketing strategy can balance the relationship between cost and consumer demand. The correlation coefficient between purchase convenience and marketing strategy is 0.776, which indicates that purchase convenience has a significant impact on marketing strategy, and a good marketing strategy can enhance the consumer's purchasing experience. The correlation coefficient between bidirectional communication and marketing strategy is 0.735, which shows that there is a close and positive relationship between the two and that effective bidirectional communication is the key to the development and implementation of a successful marketing strategy.

The results of the correlation analysis indicated a significant positive correlation between consumer demand, purchase cost, purchase convenience, bidirectional communication, and marketing strategy. Despite the moderate strength of the

correlation, the effect of these factors on marketing strategy is statistically significant, indicating that they play an important role in improving marketing strategy. Based on the results of the analysis in Table 4.2, the relationships between the variables were derived. In formulating and executing its product marketing strategies, ANTA should give due consideration to the impact of factors such as consumer demand, purchasing costs, purchasing convenience, and two-way communication, and continue to enhance its brand competitiveness and market share by strengthening two-way communication, optimizing its marketing strategies and improving purchasing convenience.

#### 4.1.3 Multiple Regression Analysis

Table 4.3 Multiple Regression Analysis

Item	Unstd. B	Std. Beta	t	Sig.	VIF	F	Durbin-Watson
C	0.774		7.175	0.000		46.74 ***	2.214
Consumer Demand	0.725	0.715	8.025	0.000	1.144		
Purchase Cost	0.642	0.642	6.434	0.000	1.124		
Purchase Convenience	0.672	0.610	6.636	0.000	1.024		
Bidirectional Communication	0.669	0.635	6.256	0.000	1.135		
R Square	0.774						
Adjusted R Square	0.753						

NOTE: \*P<0.05, \*\*P<0.01, \*\*\*P<0.001

The regression equation was significant,  $F=46.74$ ,  $p<0.001$ . The Durbin-Watson test value was 2.214, which is between 1.8 and 2.2. The data were independent and consistent with linear regression. In the diagnostic results of covariance, the VIF values of consumer demand, purchase cost, purchase convenience, and bidirectional communication was 1.144, 1.124, 1.024 and 1.135, respectively. The VIFs were close to 1, which meets the requirement and indicates no covariance in the data. The consumer demand ( $\beta=0.715$ ,  $P<0.001$ ), purchase cost ( $\beta=0.642$ ,  $P<0.001$ ), purchase convenience ( $\beta=0.610$ ,  $P<0.001$ ), bidirectional communication ( $\beta=0.635$ ,  $P<0.001$ ) significantly and positively affect the marketing strategy. These variables together constitute the system of influencing factors of marketing strategy. Together, the variables explained the weight of 75.3% of the marketing strategy, which meets the requirement.

Therefore, according to the results of the data analysis, consumer demand has a significant effect on the product marketing strategy of ANTA, which supports Hypothesis 1. Purchase cost has a significant effect on the product marketing strategy of ANTA, which supports Hypothesis 2. Purchase convenience has a significant effect

on the product marketing strategy of ANTA, which supports Hypothesis 3. Bidirectional communication has a significant effect on the product marketing strategy of ANTA, which supports Hypothesis 4.

## **4.2 Discussion**

### **4.2.1 Consumer Demand Has a Significant Effect on the Product Marketing Strategy of ANTA**

The results show that the Pearson correlation coefficient between consumer demand and Marketing strategy is 0.683, the p-value is less than 0.001, and there is a significant positive correlation between the two. Consumer demand has a significant impact on ANTA's marketing strategy.

First of all, from the perspective of product positioning, ANTA should adjust its product line according to the changes in consumer demand. For example, as consumers demand more professionalism and comfort in sports footwear and apparel, ANTA should enhance the quality and design of its products accordingly to meet these demands. Meanwhile, ANTA should also pay attention to fashion trends and launch personalized and trendy products to attract young consumer groups.

Secondly, regarding pricing strategy, ANTA should set reasonable prices based on consumers' purchasing power and price sensitivity. For example, for the student party and other participants who pursue the ultimate cost-effective price, ANTA should adopt a pro-price strategy to expand its market share. As for the high-end consumer group, ANTA should launch higher quality and higher-priced product lines to meet their needs.

Regarding channel selection, ANTA should optimize its sales channels according to consumers' shopping habits and needs. For example, with the rise of e-commerce platforms, ANTA should increase its investment in online channels to enhance user experience and shopping convenience.

Finally, in terms of promotional activities, ANTA should develop targeted promotional strategies based on consumers' interests and preferences. For example, by inviting celebrities with high visibility and influence to serve as brand spokespersons, ANTA enhances its brand image and visibility. In addition, ANTA also organizes various online and offline activities, such as sports events and trend experience activities, to attract consumer participation and enhance brand favorability.

In summary, consumer demand has a significant impact on ANTA's product marketing strategy. To meet consumer demand and enhance market competitiveness, ANTA needs to pay attention to market dynamics and changes in consumer demand

and adjust its product positioning, pricing strategy, channel selection, and promotional activities accordingly. At the same time, ANTA also needs to strengthen its brand building and improve the quality of customer service to enhance consumer loyalty and word-of-mouth.

#### **4.2.2 Purchase Cost Has a Significant Effect on the Product Marketing Strategy of ANTA**

The results show that the Pearson correlation coefficient of the purchase cost and marketing strategy is 0.771, the P value is less than 0.001, and there is a significant positive relationship between the two. Purchase cost has a significant impact on ANTA's marketing strategy.

Purchase cost is the basis of ANTA's pricing strategy. ANTA needs to consider production costs, transportation costs, tariffs, and other purchase cost factors to ensure that the pricing can cover the costs while maintaining market competitiveness. For example, if purchasing costs rise, ANTA may need to adjust product prices to maintain profit levels or reduce costs by optimizing production processes, improving production efficiency, etc., to maintain the original price or conduct price reductions in sales.

Changes in purchase costs may also affect ANTA's product line optimization strategy. If the purchase cost of a certain raw material increases significantly, ANTA may consider reducing the production of products using this raw material or finding alternatives to reduce costs. ANTA also adjusts its product lines according to market demand and consumer preferences to ensure product diversity and competitiveness.

Purchase costs also affect ANTA's promotional campaign strategies. To attract consumers and increase sales, ANTA may hold regular promotions such as discounts, markdowns, and giveaways. The strength and frequency of these promotions are often influenced by the cost of purchase. If the cost of purchase is low, ANTA may have more leeway to offer more attractive promotions; conversely, if the cost of purchase is high, ANTA may need to strategize its promotional activities more cautiously to avoid excessive pressure on profits.

Purchase costs also have an important impact on ANTA's position in a competitive market. If ANTA can effectively control purchase costs, it will have more room to develop competitive pricing strategies to attract more consumers. In addition, reducing costs by optimizing supply chain management and improving production efficiency can also help ANTA to improve product quality and service level, which can further enhance its competitiveness in the market.

Purchase cost has a significant impact on ANTA's product marketing strategy. To cope with this impact, ANTA needs to pay close attention to market dynamics and

changes in consumer demand, and accordingly adjust its pricing strategy, product line optimization strategy, promotional activities strategy, and market competition strategy. At the same time, ANTA also needs to strengthen its supply chain management and cost control capabilities to reduce purchasing costs and enhance its competitiveness in the market.

#### **4.2.3 Purchase Convenience Has a Significant Effect on the Product Marketing Strategy of ANTA**

The results show that the Pearson correlation coefficient between purchase convenience and marketing strategy is 0.776, the P-value is less than 0.001, and there is a significant positive correlation between the two. Purchase convenience has a significant effect on the marketing strategy of ANTA.

Channel strategy optimization. Purchase convenience requires ANTA to continuously optimize its sales channels to ensure that consumers can purchase products conveniently. To this end, ANTA has taken two measures: first, online channel expansion, ANTA actively utilizes online channels, such as e-commerce platforms, official websites, and social media, to broaden its sales channels so that consumers can make purchases in a variety of ways. This not only enhances the convenience of purchase but also increases brand exposure and market coverage. Second, offline channel optimization, ANTA focuses on the layout and image design of its offline stores to enhance consumers' shopping experience. By optimizing store locations, improving the shopping environment, increasing product variety, and providing quality services, ANTA attracted more consumers to make purchases.

Promotion adjustment. The convenience of purchase also influences ANTA's promotional activities strategy. To enhance the convenience of purchase, ANTA organizes various promotional activities, such as limited-time rush purchases and full-price discounts, etc. These activities are usually conducted online and offline at the same time, to facilitate consumers to choose the appropriate purchasing method according to their own preferences and convenience level. In addition, ANTA should also utilize social media platforms for marketing, by cooperating with KOLs and organizing online interactive activities, etc., to enhance brand exposure and user engagement, and further promote sales.

Product strategy innovation. Driven by purchasing convenience, ANTA continues to introduce new products that meet market demand and focus on product diversity. For example, ANTA should launch products with different functions and styles based on consumer demand and feedback to meet the needs of different consumers. Meanwhile, ANTA should also cooperate with international designers to enhance the design level of products and increase the added value and competitiveness of products.

Customer relationship management. The convenience of purchase also prompts ANTA to strengthen customer relationship management to enhance customer satisfaction and loyalty, ANTA through the membership system, customer service hotline, online customer service, etc., to strengthen communication and interaction with consumers. ANTA also collects customer feedback and continuously optimizes its products and services to enhance customer satisfaction. This kind of good customer relationship management not only helps to improve brand image and market position but also brings more repeat customers and word-of-mouth communication for ANTA.

#### **4.2.4 Bidirectional Communication Has a Significant Effect on the Product Marketing Strategy of ANTA**

The results show that the Pearson correlation coefficient of bidirectional communication and marketing strategy is 0.735, the P-value is less than 0.001, and there is a significant positive correlation between the two. Bidirectional communication has a significant effect on ANTA's marketing Bidirectional communication has a significant effect on ANTA's marketing strategy.

Bidirectional communication has a significant effect on ANTA's marketing strategy. Bidirectional communication enables ANTA to gain a deeper understanding of consumer needs and expectations. Through market research, consumer feedback, and social media interactions, ANTA can collect a large amount of information about consumer preferences, purchasing habits, and product experience. This information provides ANTA with valuable market insights that help it develop more precise product marketing strategies. Based on the understanding of consumer needs, ANTA can develop new products, optimize existing products, and adjust pricing and promotion strategies to meet consumer expectations. This consumer-centered product marketing strategy helps to increase consumer satisfaction and loyalty, which in turn enhances ANTA's market competitiveness.

Enhance brand image and awareness. Bidirectional communication is also an important way for ANTA to enhance its brand image and awareness. Through interaction with consumers, ANTA can convey its brand concept, corporate culture, and product advantages, and enhance consumers' sense of identity and belonging to the brand. ANTA can publish brand stories, product introductions, activity previews, and other content through social media platforms to attract consumers' attention and participation. At the same time, ANTA can also invite consumers to participate in product testing, experiential activities, feedback, etc., so that consumers can have a deeper understanding of the brand and products, thus enhancing brand image and recognition.

Promote the effectiveness of marketing activities. Bidirectional communication also helps ANTA to improve the effectiveness of marketing activities. By interacting

with consumers, ANTA can understand their reactions and opinions on marketing activities, adjust the campaign strategy in time, and ensure that the campaign can achieve the expected results. When ANTA organizes promotional activities, it can release the activity information through social media platforms and invite consumers to participate in the interaction and sharing. At the same time, ANTA can also collect consumers' feedback and suggestions on the campaign so that it can be optimized and improved in the follow-up activities. This two-way communication helps to increase the engagement and conversion rate of marketing campaigns, which in turn promotes sales growth.

Build long-term customer relationships. Bidirectional communication also helps ANTA build long-term customer relationships. Through continuous interaction and communication with consumers, ANTA can understand the needs and changes of consumers and provide personalized service and support promptly, thus enhancing consumer satisfaction and loyalty. ANTA can provide consumers with a personalized shopping experience and after-sales service through a membership system and customer service hotline. Meanwhile, ANTA can also send product recommendations and special offers to consumers regularly to keep in touch and interact with them. This long-term customer relationship building helps ANTA to maintain a stable customer base and market share in a competitive market.

Table 4.4 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Consumer demand has a significant effect on the product marketing strategy of ANTA.	Supported
H2	Purchase cost has a significant effect on the product marketing strategy of ANTA.	Supported
H3	Purchase convenience has a significant effect on the product marketing strategy of ANTA.	Supported
H4	Bidirectional communication has a significant effect on the product marketing strategy of ANTA.	Supported

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

The factors influencing the marketing strategy of ANTA were analyzed through a literature review. The collected questionnaires were analyzed using quantitative research methods to determine the reliability and validity of the data collected. Descriptive statistics, correlation, and regression analyses were carried out on the data to understand the relationship between the variables. Through the analyses, the hypotheses were verified and the interactions between the variables in the model were clarified.

The formulation and implementation of ANTA's marketing strategy are affected by many factors. The results show that consumer demand, purchase cost, purchase convenience, and bidirectional communication have a positive influence on ANTA marketing strategy.

Consumer demand is the core of marketing strategy. ANTA analyses market trends and consumer preferences to design products that meet the needs of different consumer groups and develops specific sports equipment for different sports scenarios to meet the specific needs of different consumers. ANTA also focuses on market research to understand consumer expectations and feedback and to adjust and optimize its product line to ensure that its products can continuously meet market demand. To ensure that the products continue to meet the market demand. Purchasing cost is one of the most important factors influencing consumers' purchasing decisions, and ANTA ensures that its products are competitive while maintaining reasonable profit margins through reasonable pricing strategies. ANTA also reduces the actual purchasing cost of consumers through promotional activities (e.g., discounts, gifts, etc.), thereby improving the cost-effectiveness of its products and attracting more consumers. Convenience of purchase involves the sales channels and distribution network of the products. ANTA ensures that consumers can easily purchase its products by expanding its online and offline sales channels. ANTA also opens physical shops in major cities and establishes official flagship shops on e-commerce platforms (e.g., Tmall, Jindong, etc.) to provide a convenient shopping experience. In addition, ANTA utilizes its logistics network to ensure that its products reach consumers quickly. Two-way communication is the key to building a connection between brands and consumers, and ANTA interacts with consumers through social media, online forums, consumer surveys, and other channels to collect feedback and convey brand messages, and focuses on content marketing (e.g., sports celebrity endorsements, sports tutorials, etc.) to enhance brand influence and consumer engagement. This two-way communication helps ANTA better understand consumer needs and develop more precise marketing strategies.



## **5.2 Recommendation**

### **5.2.1 Emphasis on Consumer Demand**

First, enhance an in-depth understanding of consumer demand and continuous market research. Enterprises should conduct regular market research, through questionnaires, consumer interviews, social media listening, etc., in-depth understanding of consumer needs, preferences, and expectations. This helps companies accurately grasp market dynamics and adjust product strategies promptly. At the same time, using big data and artificial intelligence technology, the research conduct in-depth analyses of consumer data to explore potential demand and consumption trends. This helps companies predict the future direction of the market and layout product lines in advance.

Second, product innovation is oriented to consumer demand. At the same time, provides personalized and customized services to meet consumers' unique needs. Increase investment in R&D and adopt new materials, processes, and technologies to enhance product performance and quality. Co-operate with internationally renowned designers and brands, and introduce advanced design concepts and technologies to enhance the fashion sense and competitiveness of products. Establish a consumer feedback mechanism to collect and process consumer opinions and suggestions promptly. This helps companies respond quickly to market changes and optimize product design and functionality.

Third, enhance the consumer experience. Expand online and offline sales channels to ensure that consumers can conveniently purchase the company's products. At the same time, improve the shopping experience, such as optimizing the website interface and providing convenient payment methods. Establish a perfect after-sales service system to provide fast and professional after-sales service. This helps to enhance consumer satisfaction and loyalty. Use social media platforms to interact with consumers and answer their questions and concerns promptly. By organizing online and offline experience activities, consumers can gain a deeper understanding of the company's products and brands.

Fourth, build consumer loyalty. Establish a membership system to provide members with benefits such as points redemption and exclusive member benefits. This helps to increase consumers' purchase frequency and loyalty. Establish an emotional connection with consumers by telling brand stories and conveying brand values. This helps to enhance consumers' sense of identity and belonging to the corporate brand. Actively participate in social responsibility and public welfare activities to enhance the brand's social image and reputation. This helps attract more consumers who are concerned about social issues and enhances their trust and support for the corporate brand.

### **5.2.2 Reduce Purchase Cost**

In response to the influence factor of the consumer purchase cost in the product marketing strategy of the enterprise company, the enterprise can optimize its pricing strategy and reduce the production cost of its products by improving production efficiency, optimizing supply chain management, and reducing the cost of raw materials, to provide consumers with more cost-effective products. Pay close attention to competitors' pricing strategies to ensure that the enterprise's product prices are competitive in the market. Adjust prices promptly through market research and price monitoring to avoid the negative impact of price wars on brand image and profits. Revisit the value proposition of products and incorporate factors such as product performance, design, and brand image into the pricing strategy. For high-performance, high-value-added products, a relatively high pricing strategy can be adopted to reflect the professionalism and high quality of the product; while for basic products, more competitive prices are adopted to attract price-sensitive consumers.

Enterprises can conduct promotional activities to lower the sales price of products during specific periods (e.g. holidays, seasonal changes) to attract consumers to buy. Purchase of designated products can be given as gifts to increase the consumer's sense of purchase value and reduce the actual purchase cost. Provide members with exclusive benefits, such as member discounts and points redemption, to enhance members' willingness to buy and loyalty. Expand sales channels through a combination of online and offline, so that consumers can more conveniently buy enterprise products. Online can be sold through e-commerce platforms, social media, and other channels; offline can open physical shops, experience shops, etc. to provide a convenient shopping experience. Simplify the shopping process and improve shopping efficiency. For example, optimize the website interface design and provide convenient payment methods to reduce consumers' shopping time and cost.

### **5.2.3 Enhance the Convenience of Buying**

Enterprises can optimize the distribution of sales channels. Set up brand stores or counters in crowded business districts, shopping centers, communities, and other places to improve brand exposure and consumer reach. Strengthen cooperation with retail terminals such as department stores and supermarkets, broaden sales channels, and facilitate consumers to buy products in different scenarios. Make full use of the traffic advantages of e-commerce platforms (such as Tmall, Jingdong, etc.) to open official brand flagship stores, providing rich product choices and a convenient online shopping experience. Build your official website and mobile application, create a private traffic pool for brands, and achieve Omni channel marketing that integrates online and offline.

Businesses can enhance the consumer shopping experience. Simplify the shopping process, reduce the operation steps of consumers ordering, payment, and other links,

and improve shopping efficiency. Provide a variety of payment methods, such as WeChat Pay, Alipay, bank cards, etc., to meet the payment needs of different consumers. Strengthen after-sales service, establish a perfect after-sales service system, provide rapid response return and exchange services, and protect the rights and interests of consumers. Set up customer service hotline, online customer service, and other communication channels, timely answer consumer questions, and improve consumer satisfaction.

Enterprises can strengthen logistics and distribution capabilities. Establish partnerships with several logistics companies to ensure that products can be quickly and accurately delivered to consumers. Optimize warehouse layout, improve inventory turnover, and reduce logistics costs. Provide ordinary express, next-day delivery, appointment delivery, and other distribution methods to meet the different distribution needs of consumers.

Businesses can use digital technology to improve the convenience of purchasing. Use big data to analyze consumer purchasing behavior, accurately push personalized products and preferential information, and improve purchase conversion rate. Optimize inventory management through data analysis, avoid stock shortages or backlogs, and improve supply chain efficiency. Carry out marketing activities on social media platforms such as Weibo, WeChat, and TikTok to interact with consumers and improve brand awareness and reputation. Make use of the shopping function of social media platforms to realize one-click purchases and improve the convenience of purchases.

Companies can strengthen consumer guidance. Popularize sports product knowledge to consumers through online and offline channels to improve consumer awareness and trust in brand products. Organize product experience activities to allow consumers to experience the performance and quality of brand products. Provide professional shopping guidance services to help consumers choose the right products according to their individual needs and budgets. Set up shopping consultant positions to provide consumers with one-to-one shopping advisory services.

#### **5.2.4 Strengthen Bidirectional Communication**

Deepen consumer insights. Companies use deep consumer insights to understand the lifestyles, values, and spending habits of their target consumers. This in-depth insight helps enterprises to more accurately grasp the needs of consumers, to develop more targeted marketing strategies. To strengthen the communication between the two sides, enterprises can further increase investment in consumer research, use big data and artificial intelligence technology, and in-depth mining and analysis of consumer data, to more accurately understand consumer needs and behavior patterns.

Optimize customer relationship management. Enterprises pay attention to customer relationship management, through the membership system, customer service hotline, online customer service, and other ways to maintain close contact with consumers. Strengthen the training of the customer service team, improve the efficiency and quality of service, and ensure that consumers can get timely and effective solutions when they encounter problems. Through social media platforms such as Weibo, WeChat, and Douyin, the research can interact with consumers in real-time, answer questions, collect feedback, and enhance brand stickiness.

Strengthen digital marketing. Enterprises actively embrace digital transformation and accurately reach target consumers through big data and artificial intelligence technology. To further enhance communication between the two parties, companies can optimize official websites and mobile apps to provide a rich online shopping experience, while strengthening personalized recommendation functions to push product information that meets consumers' interests and needs based on their browsing and purchase history. Use social media for content marketing, and publish interesting and informative content to attract consumer attention and interaction, while leveraging the power of Kols and influence to expand brand influence. Launch online activities, such as sweepstakes, challenges, etc., to increase consumer engagement and brand loyalty.

Hold offline experience activities. In addition to online communication, enterprises should also pay attention to the holding of offline experience activities. Through basketball training camps, running carnivals, and other offline activities, consumers feel the charm of products in the experience. These activities not only help to enhance brand awareness but also enhance consumers' emotional identification with the brand.

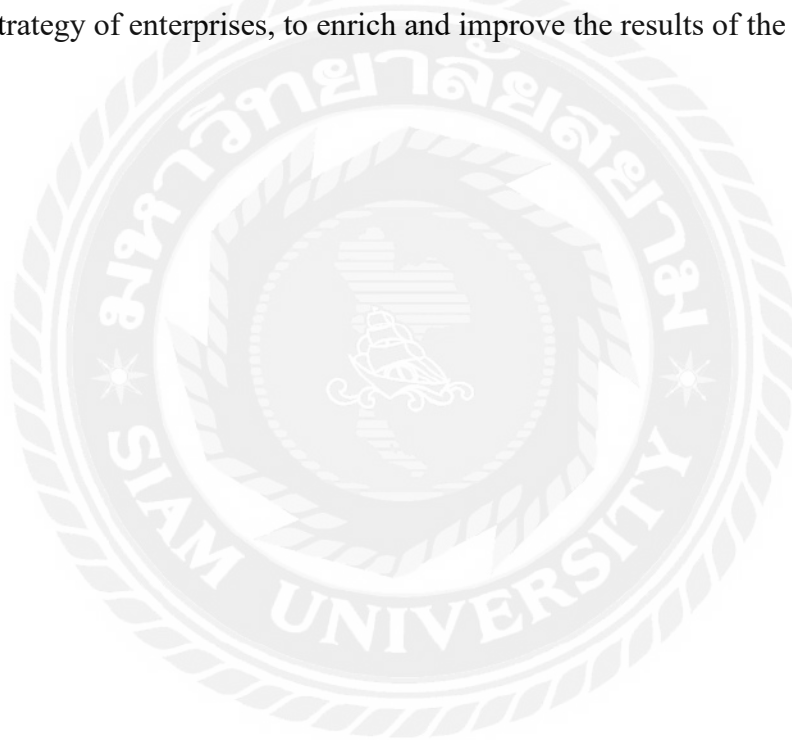
Establish feedback mechanisms and make continuous improvements. Enterprises need to establish a set of perfect consumer feedback mechanisms to collect and deal with consumer opinions and suggestions promptly. This helps companies identify problems and make improvements promptly, improving the quality of their products and services. To further strengthen the communication between the two sides, enterprises can set up special feedback channels, such as online feedback forms, customer service hotline, etc., to facilitate consumers to put forward opinions and suggestions at any time. Respond to customer feedback promptly, and improve products and services according to the feedback results.

### **5.3 Further Study**

The limitations of this study are mainly in terms of data availability, industry specificity, and changes in the external environment. Since consumers of ANTA's products were randomly selected, the available information and related data were also relatively limited, which may result in the completeness and accuracy of the data being

restricted. Since the influencing factors of marketing strategy are not only consumer demand, purchase cost, purchase convenience, and bidirectional communication, if the research wants to propose constructive and feasible measures to influence the factors of marketing strategy, the research needs to have a very in-depth understanding of all aspects of the enterprise. To propose constructive and feasible measures to influence the marketing strategy, it is necessary to have in-depth knowledge and understanding of all aspects of the enterprise. Another aspect is that ANTA's marketing strategy has not been studied in the context of different market areas in China, which has led to the lopsidedness of this research.

In future research, the research can continue to investigate from these two perspectives. In future studies, the study can continue to pay attention to the market information of ANTA and other sports brand companies, in-depth study and research on the relevant theoretical foundations of the management of factors influencing the marketing strategy of enterprises, to enrich and improve the results of the study.

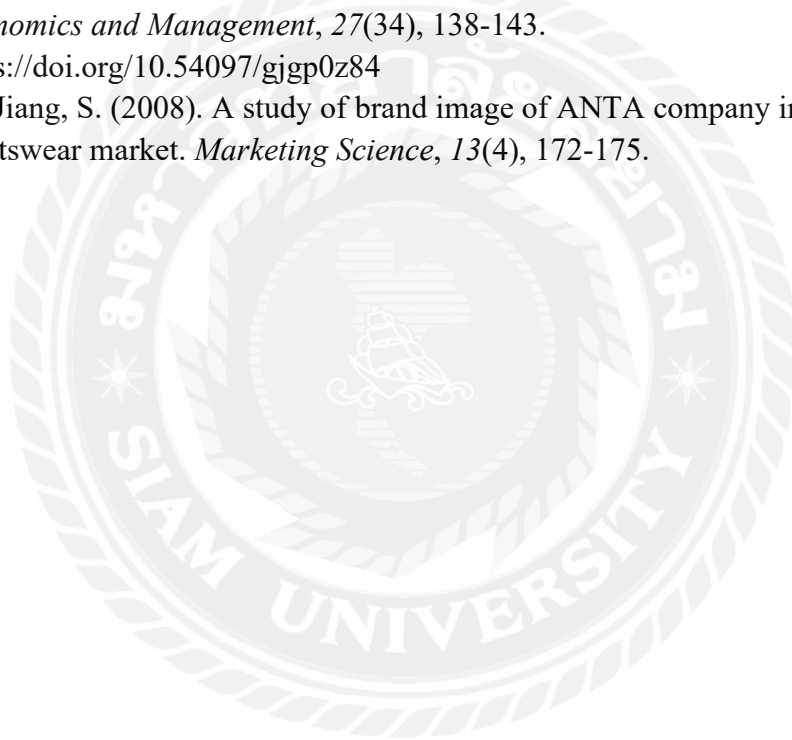


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## Appendix

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

### Part I :

1. Gender?

A Male      B Female

2. Age?

A Under 25      B 26-45      C Above 45

3. Your monthly income?

A below 3000 B 3001-6000 C 6001-10000 D 10001-20000 E Above 20000

4. Your level of education?

A High school and below      B Undergraduate      C Master's degree      D Others

**Part II :** Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number " √ . " The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree (or strongly disagree), two indicates relatively disagree (or relatively disagree), three indicates neutral, four indicates relatively agree (or relatively agree), and five indicates strongly agree (or strongly agree)

Measuring item	1	2	3	4	5
<b>Consumer demand</b>					
I believe that the level of innovation in ANTA's products satisfies my pursuit of freshness and personalized needs.					
I think ANTA's products meet my expectations in terms of cost-effectiveness, with reliable quality.					
ANTA's brand image aligns with my values and lifestyle, and I am willing to recommend it to others.					
I find ANTA's online and offline marketing channels to be diverse and convenient for purchasing and obtaining product information.					
ANTA's promotional activities, such as discounts, giveaways, and flash sales, attract me to purchase more products.					

<b>Purchase Cost</b>					
The price of ANTA's products has a significant impact on my purchasing decisions, and I hesitate to buy if the price is too high.					
I prefer to choose ANTA's products with a simple and time-saving purchase process to save my time and energy.					
If ANTA's purchase process is complicated or its after-sales service cumbersome, I will consider switching to other brands.					
ANTA's discount promotions and coupon activities significantly increase the frequency of my purchases of the brand's products.					
I consider the cost-effectiveness of ANTA's products (i.e., the ratio of product performance to price) as an important criterion for evaluating the brand.					
<b>Purchase Convenience</b>					
ANTA offers diverse online and offline purchase channels, making it convenient for me to buy the products I need anytime and anywhere.					
ANTA's purchase process is simple and quick, reducing the time and energy I spend during the purchase.					
Product information from ANTA (such as size, material, and function) is easily accessible, helping me make quick purchasing decisions.					
ANTA provides convenient and efficient after-sales services (such as returns, exchanges, and consultations), enhancing my loyalty to the brand.					
ANTA supports multiple payment methods, allowing me to pay according to my preferences and habits.					
<b>Bidirectional Communication</b>					
ANTA is able to convey its brand information (such as product features, brand image, and promotional activities) clearly and accurately, making it easy for me to understand.					
ANTA values and actively responds to my feedback and suggestions, making me feel respected and valued.					
ANTA offers multiple communication channels (such as social media, customer service hotline, and in-store consultations) for me to interact with the brand at any time.					
ANTA responds quickly to my inquiries or feedback, making me feel that the communication efficiency is high.					
Based on my purchase history and preferences, ANTA provides personalized communication content and recommendations, making me feel attended to and valued.					
<b>Marketing Strategy</b>					
I believe that ANTA's brand recognition and image are very high.					
ANTA continuously introduces innovative and diversified products to meet my needs.					
I think ANTA's product prices are competitive compared to other brands.					

ANTA's online and offline channel layout is reasonable, making purchases very convenient.					
ANTA frequently launches promotional activities with significant discounts.					
ANTA provides excellent customer service with strong interactivity.					

