

Investigation and analysis of Anta's product marketing strategy

Jinyu Chen



Author(s) Jinyu Chen	
Degree programme Degree Programme in sports coaching and management	
Report/thesis title Investigation and analysis of Anta's product marketing strategy	Number of pages and appendix pages 59 + 5
<p>The purpose of this study is to analyze Anta Sports Goods Company (hereafter Anta) existing marketing strategies based on consumer survey research, which mainly include; product strategy, price strategy, distribution strategy, promotion strategy, public relations strategy, and brand strategy. Can a good marketing strategy promote the rapid development of an enterprise? At the same time, with the help of SWOT to analyze the impact of Anta's marketing strategy and compare Nike's 4p marketing strategy, find out the problems of Anta's marketing strategy and make relevant suggestions.</p> <p>The significances of this study are: firstly, to analyse Anta's current development in the market using relevant theories and research tools, and to provide a theoretical basis for optimizing Anta's brand marketing strategy. Secondly, it provides a reference for the marketing development of other sporting goods companies in China. Thirdly, it enriches the research on sports brand marketing strategy in China academia.</p> <p>The research methods used in this study are: literature, case study, online anonymous questionnaire, comparative study, and SWOT analysis method. This study firstly provides a theoretical basis for the study based on the concepts of marketing, marketing strategy and SWOT. Secondly, the marketing environment of Anta is analysed and the possible influence of macro environment on Anta is discussed. Thirdly, the feasibility and marketing purpose of Anta's existing marketing strategies are analysed through consumer survey research, and compare and study the marketing strategy of competitor Nike. Finally, SWOT analysis of Anta's marketing is conducted.</p> <p>From the consumer survey, as well as the analysis of Anta's marketing strategy and the benefit returns obtained after implementing the strategy, the research results show that a good marketing strategy can promote the rapid development of the company. Firstly, from the consumer survey, Anta's overall marketing strategy is basically in line with the purchasing power of Chinese consumers. Secondly, the analysis of Anta's marketing environment reveals that China has introduced more preferential policies for the sports industry and the Beijing Winter Olympics Games, which provides opportunities for Anta's marketing promotion. However, the fierce competition in the sporting goods market and the serious homogenization of products will pose a greater challenge to Anta. Thirdly, Anta's marketing strategy is mainly based on product, price, promotion, distribution, public relations, and branding strategies to achieve rapid revenue growth. Finally, through the above analysis, it is concluded that there are three reasons for Anta's marketing purpose: 1, to establish brand image and brand awareness. 2, to improve consumers' brand loyalty. 3, to gain market share and maximize profit.</p> <p>In response to the problems of Anta, the several suggestions are as follows: firstly, increasing the investment into female market; then, strengthening the investment in technology research and development; furthermore, increasing the investment in social media; lastly, strengthening the use of sports resources.</p>	
Keywords Anta; Product; Marketing strategy; 2022 Beijing Winter Olympics Game	

Table of contents

1	Introduction	1
1.1	Background.....	1
1.2	Purpose of the study	1
1.3	Significance of the study	2
2	Theoretical foundation.....	3
2.1	Marketing concept.....	3
2.2	Marketing strategy concept	5
2.3	SWOT theory	6
3	Research object and research methods	8
3.1	Research object	8
3.2	Research methods.....	8
3.2.1	Literature method.....	8
3.2.2	Case Study Method.....	8
3.2.3	Online anonymous questionnaire	8
3.2.4	Comparative study method	9
3.2.5	SWOT analysis method.....	9
3.2.6	Research framework and data collection.....	9
4	Results and discussion.....	16
4.1	The Analysis of Anta's current situation.....	16
4.2	Anta consumer survey analysis.....	16
4.3	Analysis of the development environment of Anta's product industry	21
4.3.1	Political environment	21
4.3.2	Economic environment.....	23
4.3.3	Socio-cultural environment.....	24
4.3.4	Technology environment.....	25
4.3.5	Competitive environment.....	26
4.4	Analysis of Anta's product marketing strategy	28
4.4.1	Product strategy.....	28
4.4.2	Price strategy	29
4.4.3	Promotion strategy	31
4.4.4	Distribution strategy	33
4.4.5	Public relations strategy	35
4.4.6	Branding strategy	36
4.5	Analysis of Competitor's Marketing Strategy——Taking Nike as an Example	37
4.5.1	Product strategy.....	37
4.5.2	Price strategy	38
4.5.3	Promotion strategy.....	38

4.5.4	Distribution strategy	39
4.6	Analysis of Anta's marketing purpose.....	40
4.6.1	Build a brand image and increase brand awareness	40
4.6.2	Increase consumer brand loyalty.....	41
4.6.3	Gaining market share and maximizing profits	42
4.7	Analysis of Anta marketing SWOT	43
4.7.1	Strength analysis.....	43
4.7.2	Weakness analysis	44
4.7.3	Opportunity analysis.....	45
4.7.4	Threat analysis.....	46
5	Conclusions	48
6	Suggestions	50
6.1	Increasing investment in the female market	50
6.2	Investing in science and technology research and development	50
6.3	Increasing investment in social e-commerce	51
6.4	Strengthening the utilization of sports resource.....	51
7	Evaluation and gain of study	52
7.1	Evaluation of study.....	52
7.2	Gain of study.....	52
7.3	Reference for future study.....	53
7.4	Thanks.....	54
	References	55
	Appendices.....	60
	Appendix 1. Questionnaire	60

1 Introduction

1.1 Background

The 2020 epidemic has had a huge impact on the economic market, industrial structure, industry development and consumption patterns in China and around the world. The epidemic has not only changed the consumption habits of the general public, but also has increased the focus on health and daily exercise, opening up new opportunities for the global sports industry. With the epidemic wreaking havoc on the global economy, China is one of the few countries that is currently experiencing GDP growth and has the greatest potential for future growth. Despite the impact of last year's epidemic, Anta's offline operations and marketing of sporting events were significantly impacted. However, Anta still achieved growth, with revenues reaching 35.512 billion yuan, up 4.7%, and its market capitalization surpassing HK\$300 billion, and its net profit even surpassed Adidas for the first time, reaching 5.162 billion yuan (Anta sports products limited, 2021a, 10).

In 2019, the total size of China's sports industry reached 2,948.3 billion yuan, up 10.9% from last year to 1,124.8 billion yuan; among them, the sales of sporting goods and related products were the largest, up 256.2-billion-yuan, accounting for 22.8% of the value added of the total sports industry (National Bureau of statistics of China, 2020a). With the advancement of the preparations for the 2022 Beijing Winter Olympics and Paralympics Game, and the proposed development plan for ice and snow sports in China, the development of ice and snow sports in China continues to rise. The overall scale of the ice and snow industry is expected to reach 100 billion yuan in 2025, which will drive 300 million people to participate in ice and snow sports. The development of ice and snow sports will also bring new development opportunities and momentum to the sports industry. On September 28, 2017, Anta officially became the official sportswear partner of the Beijing 2022 Winter Olympics and Paralympics Game.

1.2 Purpose of the study

The purpose of study is to analyze Anta's existing marketing strategies based on consumer survey research, which mainly include; product strategy, price strategy, distribution strategy, promotion strategy, public relations strategy, and brand strategy. Can a good marketing strategy promote the rapid development of an enterprise? At the same time, with the help of SWOT to analyze the impact of Anta's marketing strategy and compare Nike's marketing strategy, find out the problems of Anta's marketing strategy and make relevant suggestions.

1.3 Significance of the study

The research significance of this study is as follow: firstly, enhances Anta's product competitiveness, to enhance Anta's profit margin. Through the use of relevant theories and research tools to analyses the development of Anta Sports in the marketing, to optimize the Anta brand marketing strategy to provide a theoretical basis. Secondly, for the marketing development of China's other sporting goods companies to provide reference. Thirdly, it enriches the research on the marketing strategy of sports brand in the China academic circle.

2 Theoretical foundation

2.1 Marketing concept

Regarding the theoretical definition of marketing, China and the West have different understandings and interpretations. Due to the different periods and development backgrounds, the definition of expression and development changes are closely related to the marketing concepts at that time. Marketing was founded in the United States from the late 19th century to the 1920s. With the in-depth development of the market economy and prosperity all over the world, marketing has become not only a basic operating mode of the market economy, but also a direct theoretical source of enterprise sports marketing theory and practice.

Western marketing theory has an early origin and mature development. The famous American marketing experts Jerome and William (1993, 4-10) proposed that marketing is not just sales or advertising. Marketing exists at two levels, micro and macro. Micro-marketing refers to execution of activities that seek to accomplish an organization's goals by predicting client or customer needs and directing a flow of need satisfying goods and services from producer to client or customer. Macro marketing refers to the social process of leading the flow of economic and social goods and services from manufacturers to customers in a way that effectively matches supply and demand and achieves social goals.

The American Marketing Association (2017) defines marketing as: marketing is the activity, set of institutions, and processes that bring value to client, customers, partners and the entire society in the creation, communication, delivering and exchange of products.

The well-known marketing experts Kotler and Keller (2012, 5-11) have fully integrated marketing and management, and believe that marketing should focus on marketing management, and from the perspective of marketing value, it is proposed that marketing is adopted by individuals and groups Create, provide and freely exchange products and services with others to obtain a social process they need and want. And the core marketing concepts include: Needs, Wants, and Demands; Target Markets, Positioning, and Segmentation; Offerings and Brands; Value and Satisfaction; Marketing Channels; Supply Chain; Competition; Marketing Environment.

Grönroos (2006, 407), a professor of marketing in Finland, believes that marketing is a customer-centric focus, which permeates the functions and processes of the organization,

and aims to make commitments through value propositions, to achieve individual expectations created by these commitments, and to achieve this expectation by supporting the value creation process of customers, thereby supporting the value creation process of the company and its customers and other stakeholders.

Kotler and Armstrong (2017, 28-30) also believe that marketing is the process for the company to interact with customers, establish a strong customer relationship and create customer value to obtain value from customers (Figure 1.). At the same time, the goal of marketing is to attract new customers by promising superior value, and to maintain and develop existing customers by providing value and satisfaction.

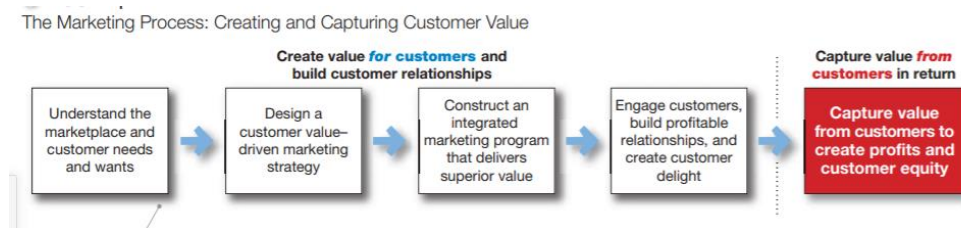


Figure 1. The marketing process (Kotler & Armstrong, 2017, 30.)

Compared with foreign countries, China's marketing theory research started late, but there are many scholars to conduct research and analysis on it.

Cai and Zhao (2001, 5) believe that marketing is the whole business process for companies to meet the needs of consumers and to provide goods and services based on market demand. This process includes market research, selection of target markets, and A series of market-related business activities from product development, pricing, communication, promotion, storage, transportation to product sales and service provision.

Scholar Hu (2005,16) also agrees with this point of view, and believes that marketing is a process of market management activities in which enterprises meet the needs of consumers and achieve their own business objectives in the constantly changing market environment. It includes market research, selection of target markets, product development, product pricing, establishment and selection of sales channels, product promotion, product sales, and after-sales service.

Chen (2010, 48-56) proposed that marketing should be carried out around target customers, and adopt 4ps strategy to target customers. For this purpose, enterprises should establish and improve marketing information systems, marketing planning systems, marketing control systems, marketing mix and execution systems. Under certain circumstances,

both under the influence of the macro environment (such as politics, economy, law, population, technology, culture, nature, and so on) and micro environment (such as suppliers, competitors, marketing agents, and the general public).

2.2 Marketing strategy concept

Jerome McCarthy, a famous marketing scientist in the 20th century, outlined and simplified the elements of the marketing mix. He proposed the famous 4p classic model of the marketing mix, which are product, price, channel, and promotion. Product is the combination of products and services that a firm offers to its target market; price is the amount of money that consumers must pay to obtain the product; channels are the various activities that a firm takes to make the product reach its target customers smoothly; and promotions are the various activities that communicate the value of the product and persuade the target customers to buy it.

A marketing strategy specifies a target market and a related marketing mix. The target market is the same (similar) customer base that the company wishes to attract, while the marketing mix is the combination of variables that the company can control to meet this target group, namely product, price, location, and promotion, which is the famous "4p" marketing mix model (McCarthy & Perreault 1993, 44-46) .

Palmatier and Sridhar (2017, 5) take a component perspective and propose that marketing strategy is comprised of decisions and actions that focus on creating a sustainable differential advantage in the minds of customers relative to competitors, thereby creating value for stakeholders.

Gilligan and Wilson (2003, 4) argue that effective marketing strategies are based on four key aspects: first, staying close to the market, second, developing valid assumptions about environmental trends and market behaviour, third, developing the organization's capabilities, and fourth, laying the foundational competitive advantage for acquiring and maintaining sustainable growth.

Mothersbaugh and Hawkins (2015, 10), from the perspective of the purpose of the study, suggest that marketing strategy aims to provide more value to customers than competitors, while still generating profits for the company. Marketing strategy is developed based on the marketing mix; it involves identifying the product price, features, communication, services, and distribution that will provide higher value to customers.

Therefore, marketing strategy refers to the strategy of the target market chosen by the enterprise according to its own internal conditions and the competitive situation of external conditions, mainly from the needs of customers. According to the experience to obtain customer demand and purchasing power information, business expectations, the planned organization of business activities, through the coordinated product strategy, price strategy, channel strategy and promotion strategy and other strategies to provide customers with satisfactory goods and services to achieve the business objectives of the process. By formulating marketing strategies, enterprises aim to give full play to their advantages, enhance their competitiveness, better adapt to changes in the marketing environment, and obtain maximum economic results with less marketing investment.

2.3 SWOT theory

SWOT is a strategic analysis tool used to assess the strengths and weaknesses of a company, and analyze the opportunities available to the company and the threats the company faces (Figure 2.).



Figure 2. SWOT (Business research methodology, 2021)

Among them, the advantages and disadvantages are internal, which the company can influence and control; while opportunities and threats are external, the company can only respond and adjust.

Advantage is to give a company a competitive advantage and characteristics in the market, making it more advantageous than other companies, such as: brand value, market position, product price.

The disadvantage is to weaken the competitive advantages and characteristics of the company in the market, making it at a disadvantage compared to other companies. Such as: debt, high employee turnover rate.

Opportunity is a favorable factor that can enhance a company's competitive advantage or provide a new source of competitive advantage for the company in a specific context. Such as: product development, policy.

Threats are factors and unfavorable conditions that may damage the competitive advantage of a company to a certain extent. Such as: patent infringement, rising raw material prices.

(Business research methodology, 2021)

3 Research object and research methods

3.1 Research object

The research object of this study is Anta Sports Goods Company.

3.2 Research methods

3.2.1 Literature method

This study refers to multiple resources such as the school library, CNKI, Baidu Scholar, Google Scholar, Wan fang Database, and development reports of enterprises and industries. The content is mainly about books, academics, and dissertations, magazines, and other literature related to marketing, and marketing strategy In China and abroad. The purpose is to provide reference materials and theoretical basis for the research analysis and writing of this article, to analyze the marketing strategies of Anta.

3.2.2 Case Study Method

This study selects Anta as the object of research, through a comprehensive analysis of Anta's marketing environment, marketing strategy, marketing purpose and SWOT. Through the case study analysis of Anta's marketing strategy, it can prove the importance of marketing strategy to sports companies and grasp the direction and goal of Anta's marketing strategy on a macro level.

3.2.3 Online anonymous questionnaire

According to the research needs, this study designs and adopts an anonymous online "Anta Consumer Use Survey" , to collect and analyze consumers' usage of Anta sports products and their opinions and suggestions on Anta sports brands. The purpose is to analyze Anta's marketing strategy and make feasible suggestions for Anta.

1. Questionnaire design

The survey was conducted in order to ensure the integrity, objectivity, and validity of the data obtained, the questionnaire design strictly follows the general procedures and requirements of the questionnaire survey, including data collection, preliminary design of the questionnaire, preliminary survey, questionnaire modification, and finalization of the questionnaire.

First, this study designs the questionnaire of “Anta Consumer Use Survey” based on the purpose of this study and related issues after consulting the relevant survey literature and the opinions of the tutor. Secondly, ten people were selected for pre-survey on the Internet to test the feasibility of questionnaire design. Then, discussing the preliminary draft of the questionnaire with the tutor and determining the final questionnaire after repeated revisions. Finally, using the survey system ‘questionnaire star’ to distribute, collect and statistics data on the Internet.

The questionnaire mainly adopts the form of multiple-choice questions and open-ended questions. The content includes a survey of consumers' primary conditions and a survey of consumers' usage and views of Anta sports products.

2. Questionnaire distribution and recycling

The questionnaire is implemented in the form of online surveys, which makes the respondents' interviews more comprehensive and increases the rationality of the questionnaire. Investigators come from groups of different genders, ages, occupations, and regions. The survey link is distributed from February 15, 2021 to February 30, 2021. The survey subjects were 150 to 200 people, and 220 questionnaires were eventually returned. The number of valid questionnaires is 220, and the effective rate is 100%.

3.2.4 Comparative study method

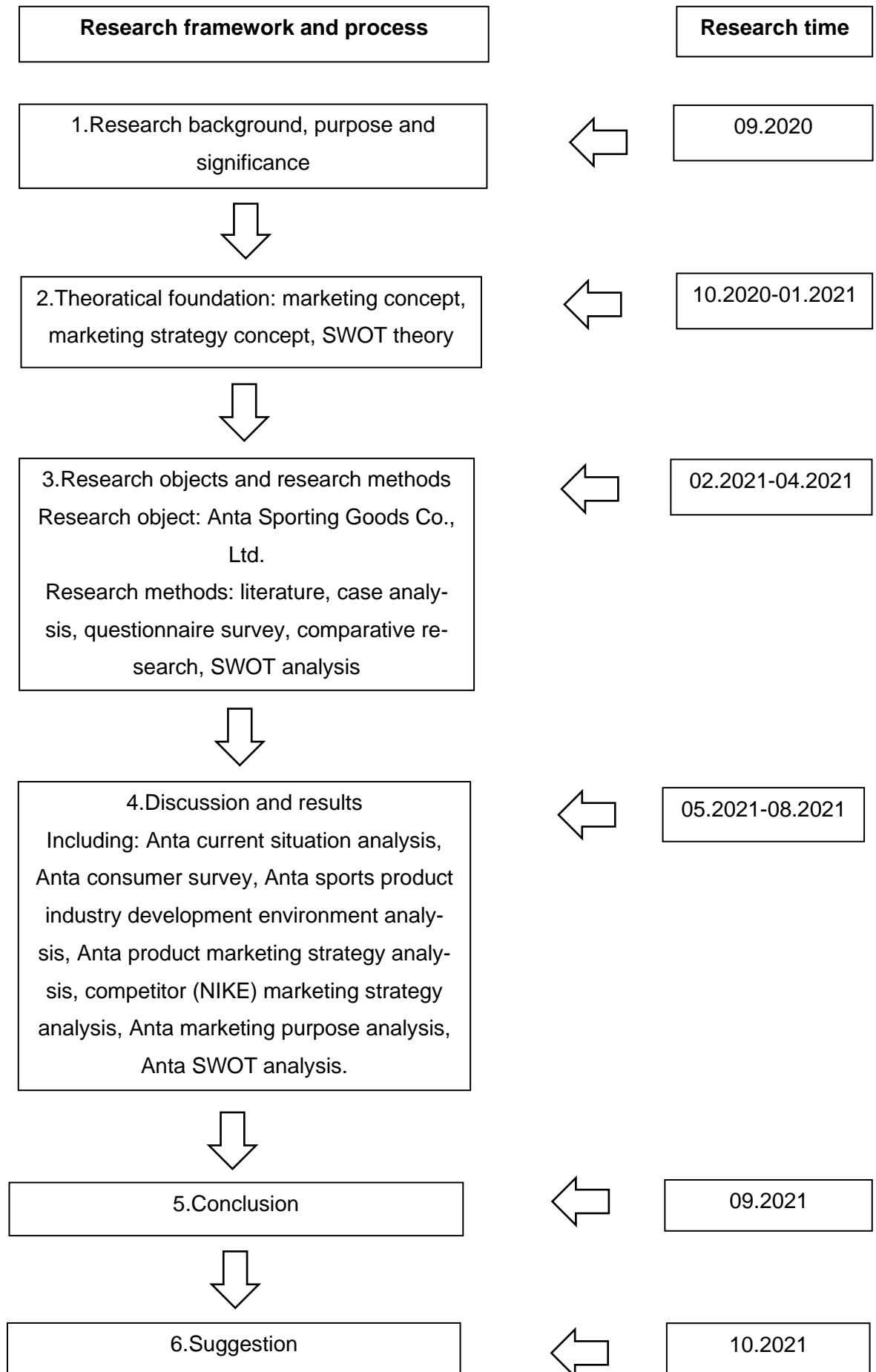
Through the comparative study of Nike's marketing strategies, including products, prices, promotions, and distribution strategies, to find out the differences between Anta and Nike's marketing strategies, to provide reference and reference.

3.2.5 SWOT analysis method

Use SWOT analysis tools to analyse the advantages and disadvantages of Anta's marketing strategy, as well as favourable opportunities and threats, to provide recommendations for Anta.

3.2.6 Research framework and data collection

1. Research framework and process



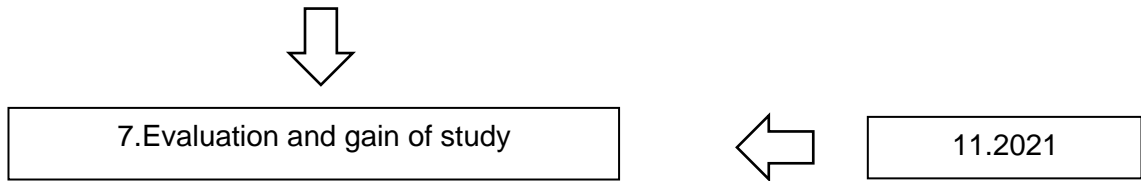


Figure 3. Research framework and process

This research is divided into 7 parts in total (Figure 3.) . The research started in September 2020 and end in November 2021.

The research background, purpose, and significance of the first chapter determined in September 2020, mainly to lay the foundation for the writing of the thesis.

The literature review in Chapter 2 reviewed and sorted out in October 2020, and the collection will be completed in January 2021, which will take 4 months. The literature review includes research on the concept of marketing, the concept of marketing strategy and the theory of SWOT, the purpose is to provide a theoretical basis and reference for the study of Anta's marketing strategy.

The determination of the research objects and research methods in Chapter 3 started in February 2021 and end in April. The research object is Anta Sporting Goods Co., Ltd. The research methods mainly use literature, case analysis, questionnaire survey, comparative research, and SWOT analysis.

The discussion and analysis of the results in Chapter 4 started in May 2021 and end in August. The study period is 4 months. Discussions include: Anta current situation analysis, Anta consumer survey analysis, Anta sports product industry development environment analysis, Anta product marketing strategy analysis, competitor (Nike) marketing strategy analysis, Anta marketing purpose analysis, and Anta SWOT analysis.

The conclusion of Chapter 5 is from September 2021 and is mainly based on the results of the above discussion.

The suggestion in Chapter 6 is from October 2021, and are mainly based on Anta's consumer questionnaire survey, the differences between Anta and its competitor Nike's marketing strategies, and the results of SWOT analysis to provide further feasible recommendations for Anta.

The seventh chapter of the evaluation and gain of study is start in November 2021, and complete the thesis.

2. Date collect

Table 1. Date collect in research

What	When	How	Why	Where
Marketing concept, marketing strategy concept, SWOT theory	October. 2020	Search for related books and articles by searching keywords such as "marketing", "marketing strategy" and "SWOT".	Provide reference basis and theoretical framework for studying Anta's marketing strategy	School library, CNKI, Google Scholar and other databases
Anta Consumer Survey	February. 2021.	By distributing questionnaires online, a random method is used to allow consumers to answer the questionnaire anonymously. The collected sample is 220 questionnaires.	Collect consumer data to study and analyse the current marketing strategies and implementation effects of Anta, as well as consumers' views and suggestions on Anta. Found related problems and deficiencies, in order to provide further suggestions for Anta's marketing strategy.	Make a questionnaire with the help of questionnaire star's survey software, and publish the questionnaire on the Internet for collection.
Policies of China's Sports Goods Industry	May. 2021.	Through the State Council, the State Sports General Administration, and other institutions to	A comprehensive understanding of the political development environment of China's	The State Council, the State Sports General Administration

		find relevant sports policies.	sporting goods industry to help Anta better formulate marketing strategies and use policies to promote the development of the company.	and other relevant government agencies
China's economic development	May. 2021.	Through the National Bureau of Statistics of the People's Republic of China to find the economic data of each year, including gross national income, gross domestic product, GDP per capita.	By understanding the level of China's economic development to understand the market environment where Anta is located.	National Bureau of Statistics of the People's Republic of China
Anta's technical environment	May. 2021.	Search for data such as the number of Anta's patents and related cooperative institutions on Anta's official website and Anta annual report.	Understand Anta's technical environment	Anta official website, Anta annual report
Anta's market value and market share	June. 2021	Find Anta's 2020 revenue and growth in Anta's 2020 annual report; at the same time, search for Anta's market share in Brand Finance.	Understand the development of Anta's market value and market share.	Anta's 2020 annual report, Brand Finance released the "World's 50 Most Valuable Apparel Brands in 2020" report.

Anta's marketing strategy (product, price, distribution, promotion, brand, and public relations strategy)	June. 2021	Through consumer questionnaire surveys, Anta news releases, Anta annual reports and other channels to find the corresponding marketing strategies and analyse the effects of the implementation of the marketing strategies.	Understand Anta's marketing strategy and find out the existing problems to provide suggestions and references.	Consumer survey results, Anta official website, Anta 2020 annual report, Anta news
Competitor Nike's marketing strategy (product, price, distribution, and promotion strategy)	July. 2021	By studying Nike's market value, product categories and research and development, pricing methods, distribution methods (offline, online and distribution channels), advertising and sponsorship promotions and other content to study Nike's marketing strategy.	Through research and analysis of the marketing strategy of competitor Nike, find the difference between Anta and Nike, to provide a reference for Anta.	Statista, insights, Kaiyuan securities

The data collection of the study is mainly collected through several aspects, including academic databases, questionnaire surveys, Chinese government agencies, Anta official website, and other survey agencies (table 1.) .

First, search for marketing-related concepts and theories through the school library, CNKI, Google Scholar and other databases to provide a theoretical basis and reference frame for study.

Second, with the help of quantitative research questionnaire survey methods, consumer data are collected in a random manner to study and analyze the current marketing strategies and implementation effects of Anta, as well as consumers' views and suggestions on Anta. At the same time, it analyzes Anta-related problems and shortcomings in order to provide further suggestions for Anta's marketing strategy. Among them, the anonymous survey of consumers surveyed will be more authentic. At the same time, these interviewees cover all ages, genders, occupations and consumption levels, and they can more accurately reflect the effect of Anta's marketing strategy.

Third, collect policies on China's sporting goods industry from relevant government agencies such as the State Council and the State General Administration of Sports to fully understand the political development environment of China's sporting goods industry and help Anta better formulate marketing strategies and use policies to promote corporate growth. develop. Since these data come from government agencies, the data is more authoritative and reliable.

Fourth, collect China's economic development at the National Bureau of Statistics of the People's Republic of China, including gross national income, gross domestic product, and gross domestic product per capita. In order to understand China's economic development level and the market environment in which Anta is located.

Fifth, search for data such as the number of Anta's patents and related cooperative institutions on Anta's official website and Anta annual report to understand Anta's technological development environment.

Sixth, search for Anta's 2020 revenue and growth in Anta's 2020 annual report. At the same time, search for Anta's market share in Brand Finance.

Seventh, find out Anta's marketing strategies (products, prices, distribution, promotion, brand and public relations strategies) through consumer questionnaire surveys, Anta press releases, and Anta annual reports, and analyze the effects of marketing strategies.

Final, in institutions such as Statista, Insights and Kaiyuan securities, research Nike's market value, product categories, research and development, pricing methods, distribution methods (offline, online and distribution channels), advertising and sponsorship promotions and other content to study Nike's marketing Strategies to find the difference between Anta and Nike, so as to provide a reference.

4 Results and discussion

4.1 The Analysis of Anta's current situation

Established in 1991 in Jinjiang City, Fujian Province, Anta is a sports goods brand mainly engaged in the design, development, manufacturing and sales of sports shoes, apparel, and accessories. Anta is a professional sporting goods brand targeted at the general public with the aim of providing the most cost-effective professional sporting goods to the general consumers. Looking back at the development history of Anta, in 1994, it became the first group of companies that started to distribute and produce products with Anta's logo nationwide; in 1999, the current chairman Shizhong Ding boldly signed table tennis player Linghui Kong as the spokesman and put a lot of advertisements on CCTV. In 2000, Kong won the men's singles championship and Grand Slam in the Sydney Olympic Games, which opened the popularity of Anta brand and developed rapidly; in 2001, Anta took the lead in becoming the first sports goods company to establish a sports goods franchise system in China, completing the transition from producing a single sports product to operating a comprehensive sports goods brand. In 2005, Anta established the first sports science laboratory in the domestic industry, mainly for product development and technological innovation; and then in July 2007, Anta raised a total of 3.5 billion yuan to be listed on the Hong Kong Stock Exchange. In 2012, Anta surpassed Li Ning to become the No.1 sports goods brand in China. After more than 20 years of development, Anta has transformed from a private enterprise to the largest integrated sports goods company in China with manufacturing and marketing orientation. The company now owns brands such as Anta, FILA, DESCENTE, SPRANDI, KINGKOW and KOLON SPORT, as well as Amer Sports Corporation, a Finnish sports brand group, which was successfully acquired in 2019. Amer Sports Corporation includes several international brands such as Salomon, Suunto, Peak Performance, Arc'teryx, Atomic, Wilson and Precor. According to the latest Annual Report 2020, revenues increased by 4.7% to \$35.5 billion, gross margin increased to 58.25% and profit attributable to shareholders increased to \$5.2 billion for the year ended December 31, 2020 (Anta sports products limited, 2021b ,10).

4.2 Anta consumer survey analysis

Before planning marketing strategies, companies need to understand and assess the consumer needs of their consumers. At the same time, after the implementation of marketing strategies to analyse the perceived benefits and impact effects of consumers. As modern consumers' needs tend to be diversified and manifest as differences, consumer groups of different ages, education levels, occupations and consumption levels have different needs and choices of products. From the 220 valid questionnaires of Anta brand consumers, it is

found that men account for 62.73% with 138 people and women account for 37.27% with 82 people, see Figure 4.

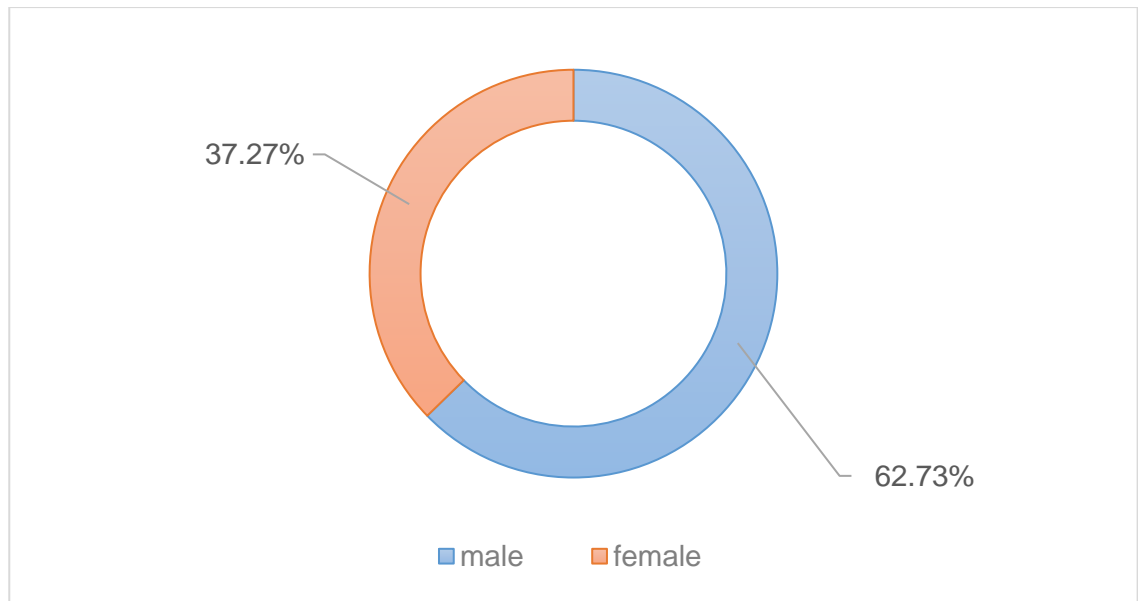


Figure 4. Anta Consumer Gender Survey (n=220)

Figure 5. shows that 67.27% of the consumers who buy Anta brand are between 20 and 30 years old. However, most of the consumers in this age group are students or new job trainees, with relatively weak purchasing power, and Anta's lower price positioning can meet their needs. This group of consumers is generally in the middle to low-income level and accounts for a large proportion of consumption, and is relatively well educated and receptive to new things and new products, and at the same time has relatively high requirements for comfort and product design.

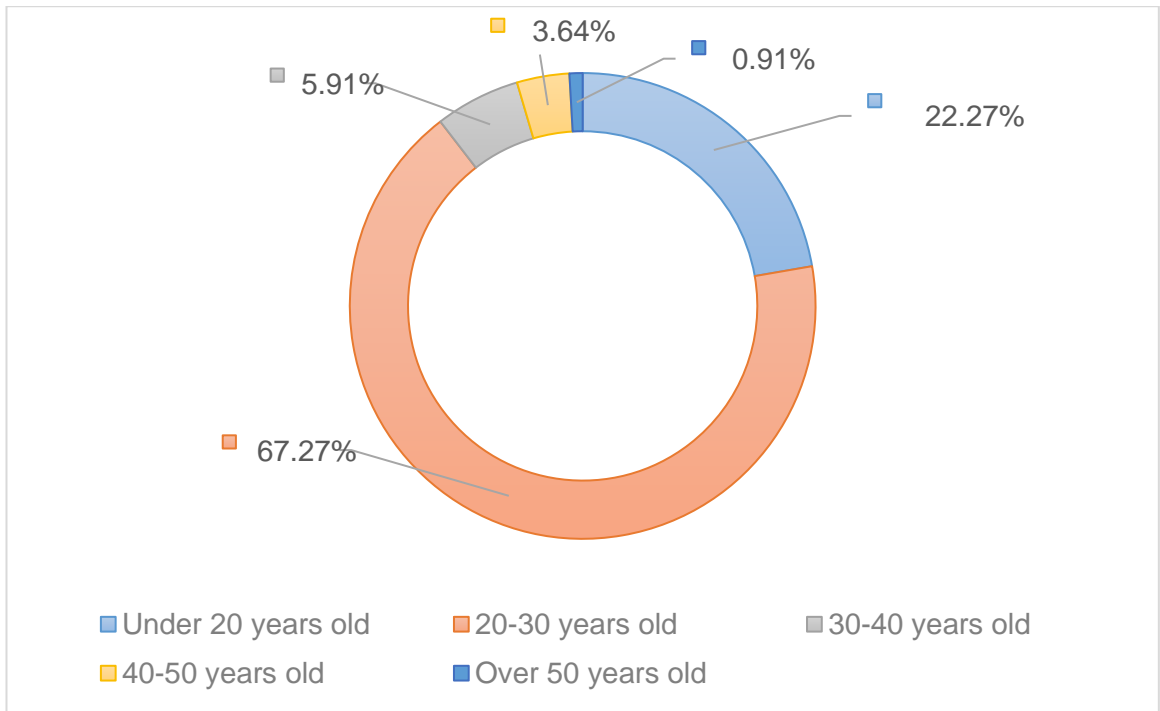


Figure 5. Anta Consumer Age Survey (n=220)

The proportion of 58.18% of college and 26.36% of bachelor and above students in Figure 6 and 63.18% of students in Figure 7 just confirms the above point. This part of the consumer group is more educated and tends to have higher requirements for products, which are usually expressed in product style, packaging, function, and service requirements. In Figure 5, the proportion of consumers under the age of 20 accounts for 22.27%, this part of the consumer group is basically dependent on parental spending, no purchasing power of their own, mainly by the celebrity effect and advertising influence is relatively large. The proportion of consumers aged 40-50 accounted for 3.64%, and 0.91% of consumers over 50 years old, this part of the consumer group has a strong purchasing power, the quality and comfort of the product requirements and can choose higher-priced products, so the proportion of consumers in these age groups is relatively small.

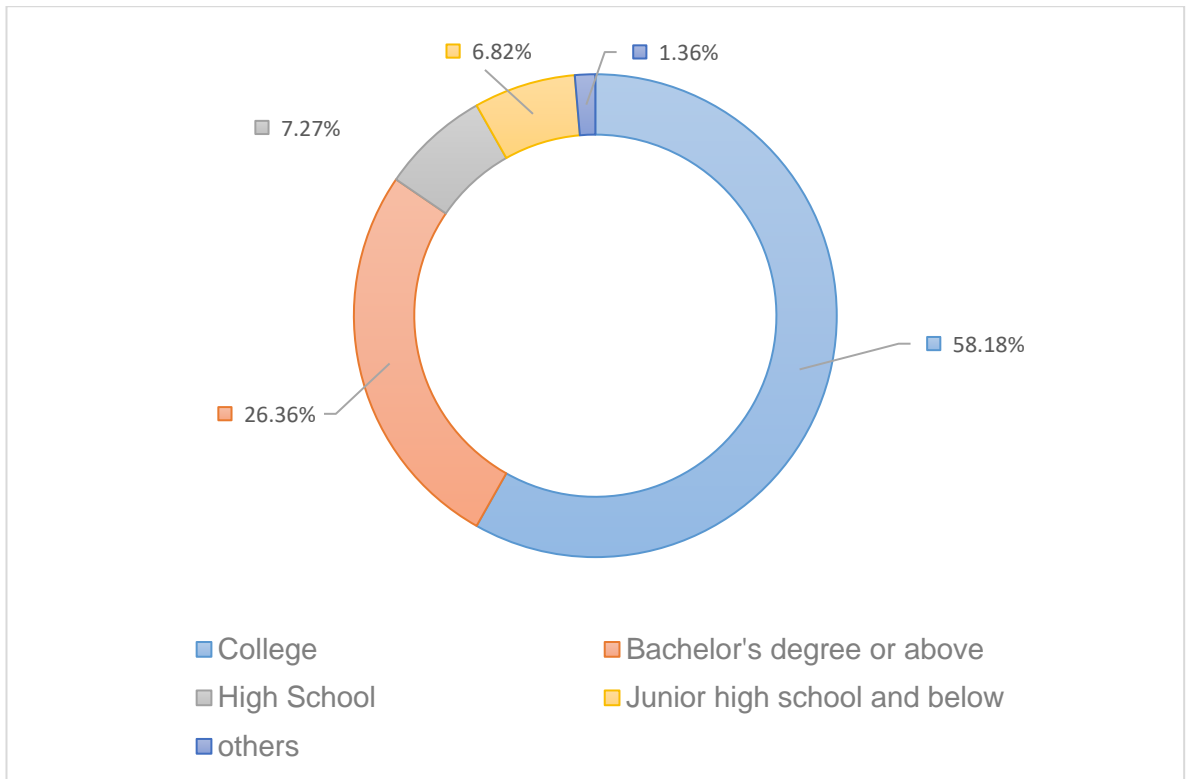


Figure 6. Anta consumers' education level survey (n=220)

In addition, in Figure 7, the occupations of consumers who choose to buy Anta products show a diversity of characteristics. Among them, the proportion of private unit personnel and other occupations accounted for 7.73% each, the proportion of freelance occupations accounted for 5.91%, the proportion of teachers accounted for 5.45%, the proportion of workers accounted for 4.09%, the proportion of medical personnel and athletes accounted for 2.27% each, and the proportion of civil servants and institution personnel accounted for 1.36%. The wide occupational coverage of consumers further reflects Anta's brand awareness and the wide range of product applicability. However, as a consumer group with fixed income and purchasing power, its proportion is small, which reflects the lack of product promotion and promotional efforts.

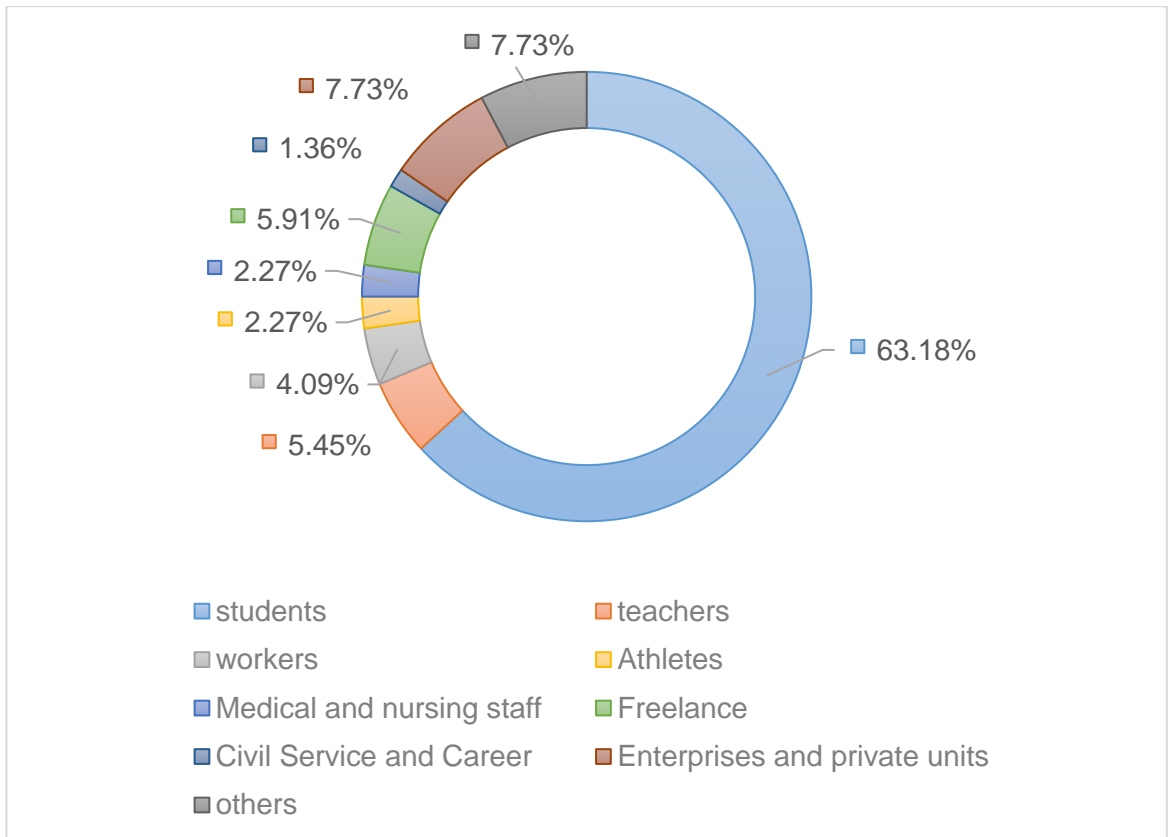


Figure 7. Anta Consumer Occupational Survey (n=220)

With this, it can be found from Figure 8 that consumers spend 40.91% below 200 yuan, 26.82% between 200-400 yuan and 14.09% between 400-600 yuan in sports, and the prices of the product areas involved in Anta fully cover these consumption price levels. Since most Chinese consumers are still in the middle- and low-income levels, the 8.18% of consumption above 1,000 yuan and the 5% each of 600-800 yuan and 800-1,000-yuan price levels are low. It can be seen that Anta's price positioning is relatively successful in meeting the purchasing power of the overall Chinese consumer group and in line with its own brand positioning as a professional sporting goods company in line with the general public.

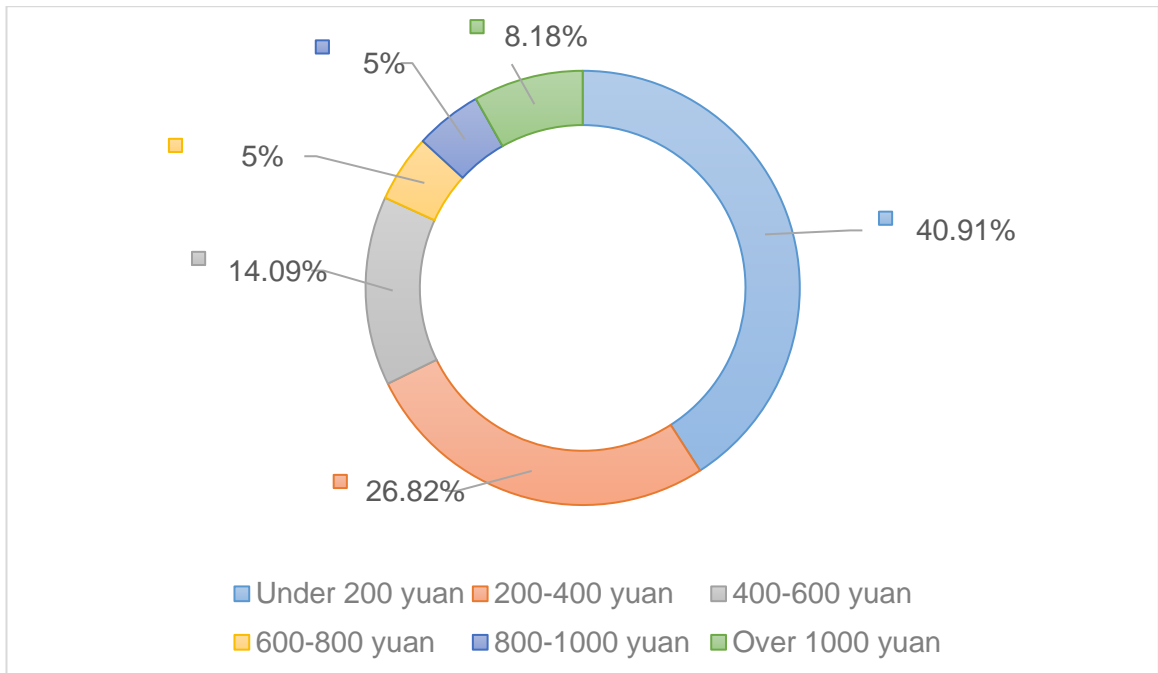


Figure 8. Anta Consumer Sports Consumption Survey (n=220)

4.3 Analysis of the development environment of Anta's product industry

China as the world's largest sports goods manufacturing country, the sporting goods industry shows a rapid increase in the situation. The increase in the development of sports industry attracts more and more sporting goods enterprises to participate in the development and production of each product, while the marketing and strategy implementation of enterprises cannot be developed without the analysis of the overall macro environment. The macro environment mainly includes politics, economy, social culture, technology, competition, etc. Through the study and analysis of the current situation and changing trends of the macro environment, it will be beneficial for enterprises to take advantage of the opportunities for survival and development, and to discover and avoid the threats that the environment may bring in time.

4.3.1 Political environment

The political environment refers to the legal system and political elements that affect and restrict an enterprise, mainly including the political system, laws, regulations, and policies of the country or region. In a stable political environment, companies can obtain legitimate rights and interests through fair competition and thus continue to develop and survive. And national policies and regulations will also affect and control the production and operation of enterprises. (Mbalib ,2021a)

Since the reform and opening, China's sports industry has continued to develop rapidly, and a complete and independent industrial system has been established. However, compared with the world's advanced level, there are still gaps such as weak independent innovation capabilities, low resource utilization efficiency, unbalanced industrial structure development, and lack of world-renowned brands. At the same time, the development of the sporting goods industry is inseparable from a good industrial policy environment. In order to further accelerate the development of China's sports goods industry and promote sports consumption, China has introduced many related sports industry policies (Detailed policies are shown in Table 2.) to create an excellent policy environment for the development of the sports goods industry.

As a sporting goods company, Anta should make full use of the convenience policies promoted by the government to cultivate and enhance the core competitiveness of the company and promote the development of the company to the greatest extent. By handling the relationship with the government, the key to maximizing profits is that Anta must understand the needs of the government, keep abreast of changes in local and national government policies, and adopt appropriate measures through appropriate channels to adjust and response.

Table 2. Policies related to China's sports industry

Times	Publishers	Policies	Profiles
2010.03	State Council	《Guiding Opinions on Accelerating the Development of Sports Industry》	Explicitly develop a comprehensive sports and fitness market.
2014.10	State Council	《Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption》	Promote national fitness as a national strategy.
2016.01	State Council	《Guiding Opinions on Accelerating the Development of Fitness and Leisure Industry》	By 2025, the total size of the fitness and leisure industry reached 3 trillion yuan.
2016.06	State Council	《Comprehensive Fitness Plan (2016-2020)》	In 2020, the total scale of sports consumption will reach 1.5 trillion yuan.

2016.11	State General Administration of Sports, Development and Reform Commission	《Development Plan for Mountain Outdoor Sports Industry》	By 2020, the total scale of the mountain outdoor sports industry will reach 400 billion yuan.
2016.11	General Administration of Sports, National Development and Reform Commission, Ministry of Transport	《Ice and Snow Sports Development Plan (2016-2025)》	The total scale of China's ice and snow industry reached 600 billion yuan in 2020 and 10,000 billion yuan in 2025.
2018.12	State Council	《The Guidance of the General Office of the State Council on Accelerating the Development of Sports Competition and Performance Industry》	By 2025, the total scale of the sports competition and performance industry will reach 2 trillion yuan.
2019.08	State Council	《Notice of the General Office of the State Council on the Issuance of the Outline for the Construction of a Strong Sports Country》	By 2035 the sports industry to become a pillar industry of the national economy.

(Source: public information)

4.3.2 Economic environment

The economic environment refers to the national economic policies and socio-economic conditions that constitute the survival and development of the industry, including the socio-economic system, economic development level, economic structure, and future economic trends. Among them, the indicators to measure the economic environment include: national income, gross national product, and exchange rate and other national fiscal and monetary policies. (Mbalib , 2021b)

The economic environment is not only an important factor that constitutes the survival and development of an enterprise, but also a direct factor that affects the purchasing power of consumers. When the economic environment is good, with the help of economic development forecasts, enterprises can further develop clear and valuable marketing strategies to

maximize the opportunity to seize and promote the development of the enterprise. Conversely, when the economic environment is unfavourable, it is time to take appropriate countermeasures to minimize losses and impacts.

Table 3. China's National Economic Accounting Indicators

Indicate/Years	2015	2016	2017	2018	2019	2020
Gross National Income (billion yuan)	686255.7	743408.3	8313181.2	914327.1	984179.0	1009151.0
Gross Domestic Product (billion yuan)	688858.2	746395.1	832035.9	919281.1	986515.2	1015986.2
GDP per capita (billion yuan)	50237	54139	60014	66006	70581	72447

(Source: National Bureau of Statistics of China 2021b)

The 2020 epidemic has hit the economies of most countries, but China's economy has recovered relatively quickly. It can be seen from Table 3 that China's economy is showing a trend of rapid and steady growth. In 2020, the gross national income will reach 100915.10 billion yuan and the per capita GDP will reach 7,244.7 billion yuan. The increase in the proportion of national income and GDP has increased consumer demand for products, which in turn drives consumption in the sporting goods industry. With the gradual promotion of the vaccine and the control of the epidemic in China, the consumption of sportswear is expected to achieve a recovery and high growth in 2021. At the same time, the development of the real economy further stimulates the vitality of the market and optimizes the market environment, providing better opportunities for Anta's development and environment. And Anta should make full use of this development opportunity to integrate enterprise and economic development, to increase brand awareness and market share, and prepare for long-term development.

4.3.3 Socio-cultural environment

The social cultural environment refers to the formation and changes of factors such as the social structure, religious beliefs, customs, cultural levels, and lifestyles of the area where the enterprise is located. The social and cultural environment has a subtle influence on

the production and operation of enterprises. For example, religious beliefs and customs may resist and prohibit certain activities of enterprises. Different religions have certain requirements and taboos on festive etiquette and the use of commodities; cultural level The level will indirectly affect the level of consumer demand and the difference in product style, function, packaging, and service requirements. (Mbalib, 2021c)

Since every company will exist in a certain social and cultural environment, Anta must adapt to the influence and constraints of the social and cultural environment when holding marketing activities. Therefore, when Anta conducts marketing activities such as market development, product pricing and promotion, it should first fully understand and analyse the local socio-cultural environment, organize different marketing activities, and develop different marketing strategies for different cultural environments to avoid conflicts and contradictions that bring losses to their marketing activities.

At the same time, with the improvement of living standards and the promotion of sports, people's awareness of fitness and participation in sports activities has greatly increased, and the desire to consume in the field of sports has also shown a rapid growth trend. In addition, with the in-depth advancement of the preparations for the 2022 Winter Olympic Committee, the development of winter sports in China continues to heat up. It is estimated that the overall scale of the ice and snow industry will reach 100 billion yuan in 2025, which will drive 300 million people to participate in ice and snow sports (National Development and Reform Commission, National Sports General Administration, Ministry of Education and National Tourism Administration, 2016, 5). As a sponsor of the 2022 Beijing Winter Olympics, Anta must not only seize this opportunity, but also increase its efforts to develop winter sports-related products and marketing activities to attract more consumer groups.

4.3.4 Technology environment

The technological environment refers to the current level, development speed and development trend of science and technology related to enterprises, as well as national science and technology policies. Among them, the level of technology will determine the performance of the product, and the speed of technological development will shorten the life cycle of the product. In the context of rapid technological development, the impact of the technological environment on enterprises may be opportunities or challenges, and enterprises must foresee the changes brought about by these new technologies and take corresponding countermeasures. (Mbalib, 2021d)

In 2005, Anta invested 30 million RMB to set up the first sports science laboratory in the domestic sporting goods industry, which is mainly used for the company's own development needs, product development and technological innovation. Among them, Anta's research and development activity cost has accounted for 5.2% of total cost of sales and obtained more than 900 patents for each; and has several research and development and design centres around the world, including the United States, Japan, Korea, Hong Kong, and China, with nearly 200 design and research and development experts from 18 different countries and regions. (Anta sports products limited 2019c)

By strengthening the cooperation with domestic and foreign universities and research institutions, Anta utilizes various research and development resources in the enterprise and at home and abroad, thus forming the enterprise's own research and development system, which makes Anta's technical strength maintain a large leading position among domestic sports brand enterprises. However, compared with NIKE and other international sports brands, Anta's technology level still has a certain gap. Therefore, Anta needs to continuously study and introduce advanced production technology and scientific personnel from abroad, and constantly improve its own technological shortcomings, to improve the technological content of its products and its own research level.

4.3.5 Competitive environment

The competitive environment includes the number of competitors, the degree of intensification of competition, and the scale of competition. Specific competition includes peer competition, buyer competition, substitute product industry competition, and supplier competition. (Mbalib, 2021e)

China as the world's largest sports goods production base and major consumer market, the competition in the sports goods industry has become increasingly fierce. Not only the fierce competition between Chinese corporate brands, but also international brands such as NIKE and Adidas have joined the competition, thus leading to the further occupation of China's sporting goods market share. From a general point of view, the brand competitiveness of Chinese sporting goods enterprises is still relatively weak, its brand awareness, consumer loyalty and reputation and other competition is far below the international brands, which makes the low-end sporting goods market competition situation becomes more tense and brutal, bringing a certain threat and challenge to the Chinese brand, and the lack of special products of the enterprise brand survival environment will become even worse. International competitive brands are mainly NIKE, Adidas, which rely on their strong capital, strong brand image, advanced technology and management experience and globalization of sales channels, so that it is difficult for China's local brands to catch

up and go beyond in a short period of time. The domestic sporting goods competition brands mainly include Anta, Li Ning, Xtep, 361°, PEAK, Qiaodan and ERKE, and so on, which are competing for market share. Although Anta is in the first position of domestic sports brands at this stage, it still cannot ignore their competitive pressure. Among them, Li Ning is still the strongest domestic competitor Anta faces, and its brand awareness, reputation and product design still has a high reputation in the country.

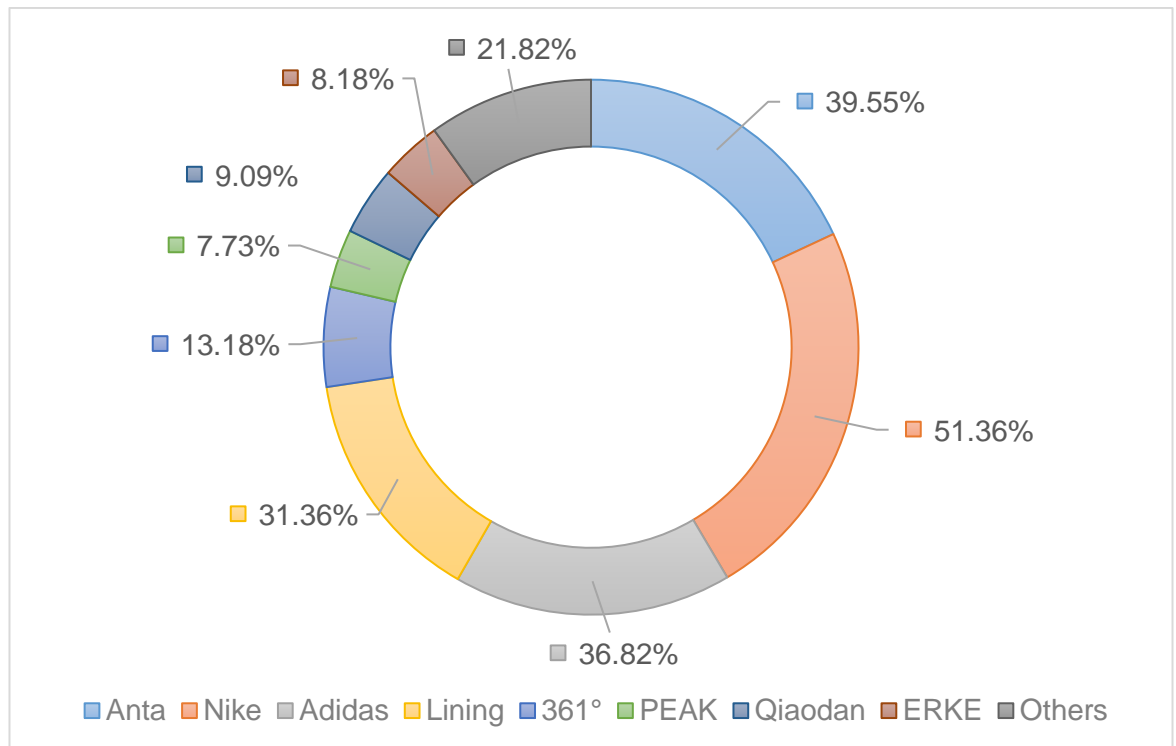


Figure 9. Survey of sports products purchased by consumers (n=220)

Through the survey of consumers from Figure 9. feedback, Chinese consumers in the same kind of sports goods often buy products NIKE accounted for the largest proportion of 51.36%, followed by Anta accounted for 39.55%. International sports brands NIKE and Adidas are still Anta's strongest competitors, followed by domestic sports brands Li Ning, while brands like 361° show less brand competitiveness. As a nationally famous brand in sports and leisure industry, Anta only has a clear understanding of its own competitive environment and situation in the increasingly competitive market environment, so that it can design a competitive marketing strategy according to the competitors' strategy, combined with the consumers' demand.

4.4 Analysis of Anta's product marketing strategy

4.4.1 Product strategy

Products are necessary to meet social needs and enterprise production, and the relationship between enterprises and markets needs to be communicated through products or services, therefore, product strategy is the basis and guarantee for enterprises to implement marketing activities. Product strategy includes product design, product development, delivery time and other decision-making elements, and its influencing factors mainly include product quality, appearance, nature, accessories, packaging, and trademarks. Therefore, enterprises need to produce corresponding products according to the target market demand, including the selection of product raw materials, product technology, product cost control and product functional design and other aspects of research and development design. (Mbalib, 2021f)

In order to better meet the needs of different consumer groups, enterprises should strive to improve product quality and optimize product structure. Comparing the products on Anta's official website shows that Anta has not only expanded from the original single sports shoes to the current sportswear and sports accessories and other sports products; it has also continuously enriched the types and areas of various products. Its product line covers men's, women's and children's sporting goods, and the sports field involves running, basketball, soccer, general training, outdoor, fitness and life, etc. It mainly contains various sports footwear, apparel, and accessories.

As an official partner of the 2022 Beijing Winter Olympics game, Anta officially established a laboratory for research and design for the Winter Olympics game in January 2020. At the same time, Anta and the Beijing Institute of Fashion work together to research and design products and performance for the Winter Olympics game to ensure the highest quality apparel and equipment support for the 2020 Beijing Winter Olympics game. In addition to providing official apparel for Chinese athletes, Anta also partnered with the Beijing Winter Olympic Organizing Committee to launch a series of licensed flag models of sportswear in Shanghai. The products not only attracted first-time buyers of Anta products, but also increased Anta's brand awareness. It is understood that by December 31, 2020, Anta's revenue by product will be 1,270 billion for footwear, 2,167.1 billion for apparel and 114.1 billion for accessories, an increase of 4.7% over 2019 revenue (Anta sports products limited 2021d, 48).

As the sports market shows a gradual tendency for consumers to personalize their products, Anta has effectively avoided the problem of products being out of line with consumer expectations by focusing on this feature in its product design, thus strengthening the brand personalization. In Figure 10. from the survey of consumers' satisfaction with Anta's product style design, 65.91% of consumers said that the product style design meets the requirements of their heart, while 34.09% of consumers said that it does not meet the requirements.

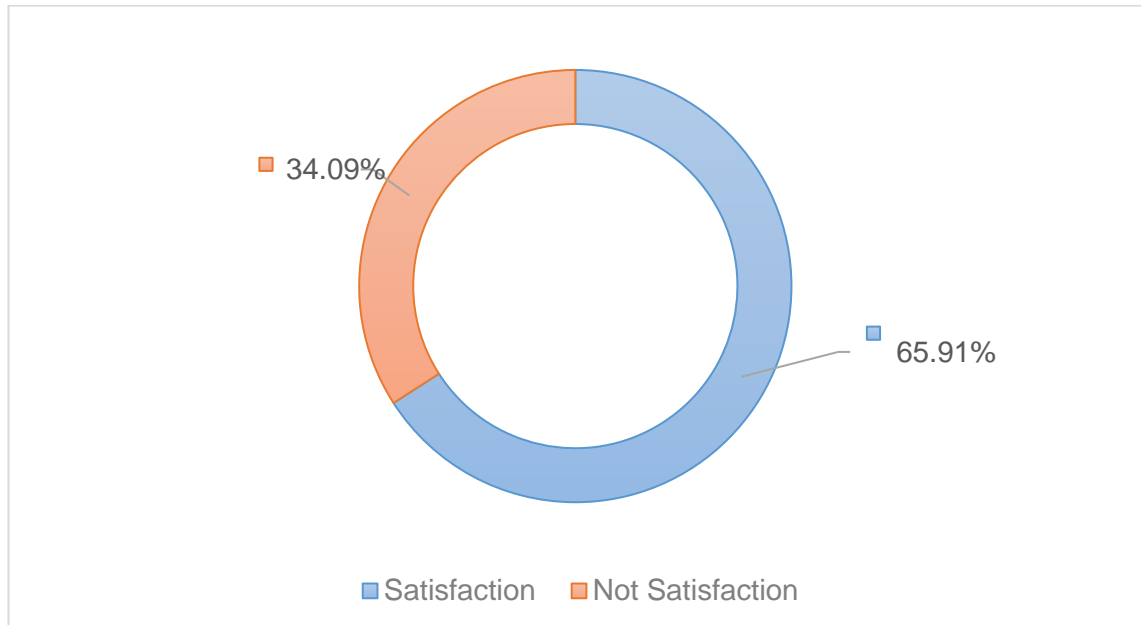


Figure 10. Anta consumers' satisfaction with product style survey (n=220)

4.4.2 Price strategy

Price strategy refers to the selection of a strategy that can attract customers and realize the marketing mix through the quantitative forecast and cost analysis of customer needs. Price is one of the main means for enterprises to compete. In addition to choosing different pricing methods according to different pricing objectives, enterprises must also use flexible and changeable methods to determine product prices based on complex market conditions. (Baidu, 2021a)

Anta's product prices are sold in a unified national standard. Since Anta's consumer groups are mainly low-end mass groups and the product prices are much lower than the international brands NIKE and Adidas, Anta can obtain more profits in terms of prices. However, when Anta's pricing goal is to pursue profit, it also needs to consider the impact of competitors' product prices, different levels of consumers' different needs and choices for products, and changes in market conditions. Through questionnaire surveys and comparison of product pricing on Anta's official website, it is found that Anta mainly adopts the

following three pricing strategies when dealing with these influencing factors to attract consumers to buy and increase product sales.

1. Competition-oriented pricing strategy

Anta's pricing method, on the one hand, is used to compete with international brands NIKE and Adidas for middle and high-end products with a small number of middle and high-end product prices, while establishing the image of the company and the brand; on the other hand, it competes with other domestic sports brands with a large of middle and low-end products, thus gaining most of the market share and reaching large profits.

(Baidu, 2021b)

The survey of Anta's consumers, Figure 11, shows that the prices of the products purchased by consumers cover the mid- to low-end price points, which are sufficient to compete with other brands at all price points. Among them, the middle and low-end product prices accounted for the largest proportion, respectively: 100–200-yuan purchase proportion accounted for 22.27%, 200–300-yuan purchase proportion accounted for 33.18%, 300–400-yuan purchase proportion accounted for 20.91%. While the price of high-end products purchase proportion is smaller, 400–500-yuan purchase proportion accounted for 7.27%, 500 yuan or more purchase proportion accounted for 9.09%. This pricing strategy effectively prevented the monopoly of international brands in the middle and high-end product market.

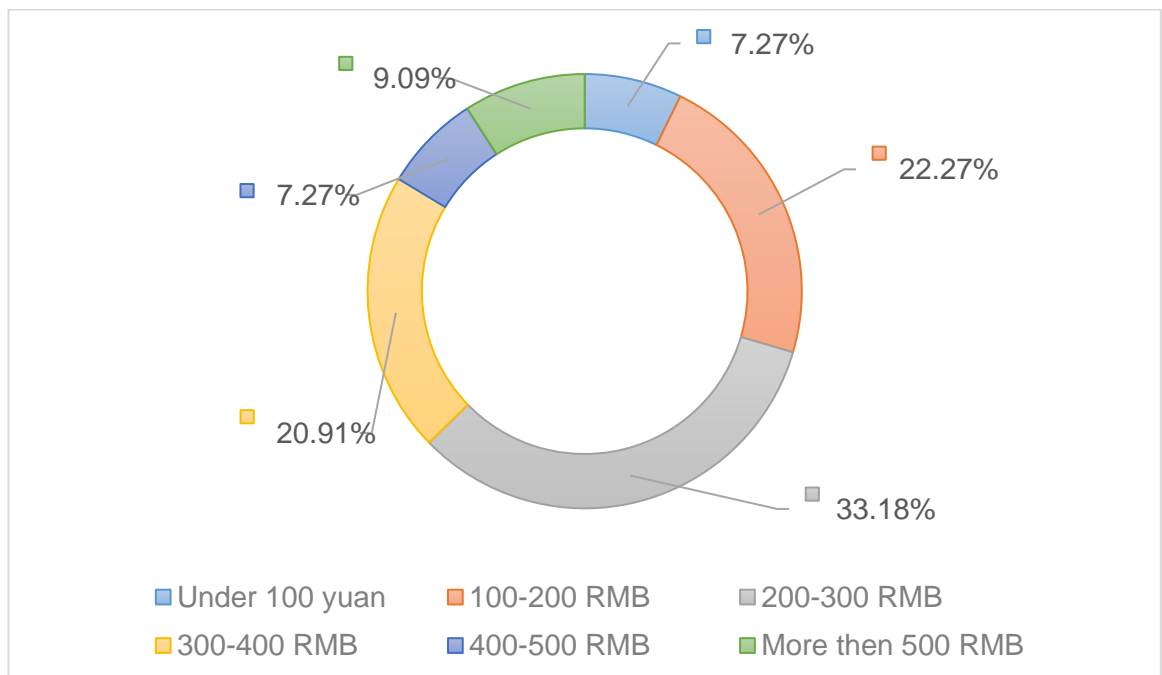


Figure 11. Range of products purchased by Anta consumers (n=220)

2. Psychological pricing strategy

Through the investigation of Anta's product prices, it is found that the pricing of products is generally based on consumer psychology. Many of Anta's product prices are priced with a trailing 9 instead of a trailing 0. For example, the price of a pair of Anta's sports shoes is 299 yuan instead of 300 yuan. Although the difference is only one yuan, Anta has seized the trade-offs of consumers' purchasing psychology and created the illusion of cheaper prices by using the trailing number pricing, thus catering to consumers' psychology to achieve the effect of promoting product sales.

3. Discount pricing strategy

Due to the decline in product sales caused by the large number of homogeneous products in the sporting goods market, most companies encounter inventory backlogs. In order to avoid this situation, companies usually adjust the basic price of products according to changes in market conditions, encourage consumers to buy in large quantities or increase purchases in off-season. Anta usually uses discounts and price reductions to stimulate market demand. At the same time, when the purchasing power of the sporting goods market is in the off-season, Anta will encourage consumers to buy in the off-season by adopting a concession and discount method, thereby ensuring that the production and sales of the company can maintain a relatively stable state throughout the year.

4.4.3 Promotion strategy

Promotion strategy refers to the promotional methods such as personnel sales, advertising, business promotion and public relations, which are used by companies to deliver product information to consumers and stimulate purchasing behaviour in order to increase product sales. Usually, promotional strategies are implemented in cases such as the release of new products, inventory backlog of old products or market share grabbing with competitors. (Mbalib, 2021g)

1. Advertising promotion

With the development and growth of sports and events, sports stars are becoming more and more famous, thus driving the development of fan economy and making consumers have a strong desire to buy products endorsed by sports stars. As a result, sports companies are effectively combining the value of celebrities with their products and brands, adopting sports celebrity endorsement as one of their main marketing strategies. Anta was the first company in China's sporting goods industry to hire sports stars as brand

spokespersons, starting from signing Kong Linghui in 1999 to open brand awareness and achieve excellent marketing results, to hiring NBA stars as basketball spokespersons, thus driving the sales of the company's products in the basketball field. At the same time, Anta cooperated with CCTV5, the CCTV sports channel, and exclusively sponsored the "Anta CCTV Sports Personality" contest from 2006 to 2010. It not only improves Anta's brand image, but also helps Anta to establish a close relationship with the State General Administration of Sports and jointly promote the development of Chinese sports. On the other hand, Anta strengthens cooperation with major famous online media and social platforms, such as Sina, Tencent and Weibo, to promote Anta's activities in product marketing and Olympic marketing in all aspects and continuously improve brand awareness and brand image.

2. Discount promotion

Discount promotion is mainly applied to the promotion of new products or short-term promotions taken to attract consumers to buy. Due to the influence of business promotion, it is easier to attract consumers to buy; then this promotion method cannot be used frequently, easy to make consumers question the quality and price of products. (Mbalib , 2021h)

Therefore, when companies carry out business promotion activities, they should pay attention to the timing, duration, and way of promotion. Among them, Anta's business promotion methods used for consumers in the case of new product promotion, holiday promotions, seasonal products, or competition with competitors for market share are mainly in the form of full discount promotion, complimentary promotion, lottery promotion and packaging promotion. Through Figure 11. consumer tendency of business prefect to promotion methods survey found that the full reduction activities promotion methods to bring the largest proportion of influence accounted for 42.73%; followed by some products half price promotion methods accounted for 19.09%; followed by membership discount points and other promotional methods for 14.09%; and finally is the gift of shopping for 10%.

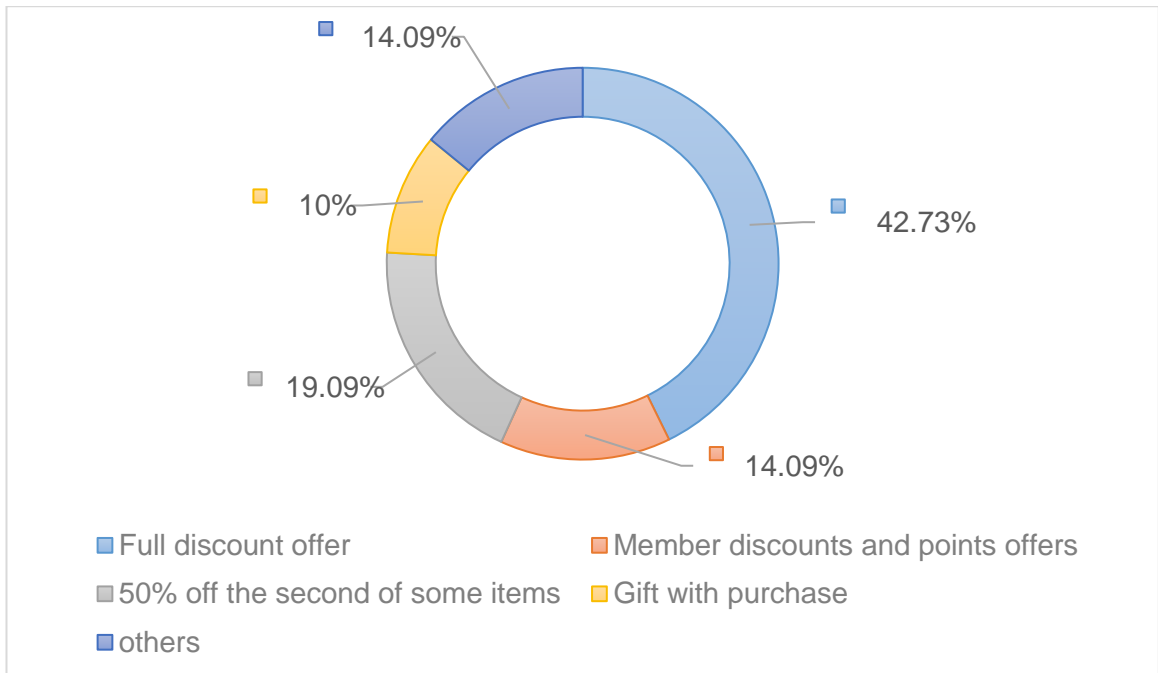


Figure 11. Anta consumers prefer to promote the way to buy survey (n=220)

4.4.4 Distribution strategy

Distribution strategy refers to the ways and means used by enterprises to put their products into the target market smoothly, to achieve their business goals. Among the factors that affect the choice of distribution channels are the product, market competition, the financial ability of the enterprise, the choice of intermediaries, and so on. (Mbalib, 2021i)

7.1 DTC strategy

In 2020, Anta proposed the transformation of the DTC strategy, that is, to achieve efficient cooperation between brands and terminal retail organizations. The DTC model will help Anta quickly respond to consumer needs and is expected to make DTC business accounted for 70% in 2025. The first batch of transformations in 2020 will involve 3,500 stores, of which 60% will be directly operated by the company, and 40% will be operated by franchisees in accordance with Anta's standards. That is, franchisees formulate relevant product pricing, promotion, store placement, inventory management, customer service and after-sales service standards as required. Anta plans to invest about 2 billion yuan in its first transformation, of which about 80% to 90% are related to product returns. DTC transformation promotes brand efficiency. By constructing a direct connection model between consumers and products, Anta's management efficiency will be further improved. First, through the verification under FILA's direct marketing model, the company can effec-

tively integrate and develop online and offline through the data-based middle station, effectively allocate and control inventory, and provide timely feedback and follow-up on changes in demand, to establish a good connection between demand and supply. Second, a unified store image and service will help the company optimize its brand image, which is expected to further increase the company's influence. Finally, the DTC transformation reduces some of the intermediate levels, and the reduction of links allows the brand to have more room to benefit consumers or obtain more profits. Huajin Securities predicts that from 2021 to 2023, the Anta brand will focus on online expansion and store unit production optimization. With the advancement of DTC transformation, revenue will increase by 39%, 15%, and 13%, respectively, and operating profit will increase by 34%, 26%, 20%. (Huajin Securities, 2021)

7.2 E-commerce strategy

With the gradual improvement of the use and status of e-commerce among consumers, e-commerce sales have become a platform for comprehensive interaction between enterprises and consumers, directly providing consumers with the most convenient online shopping experience and after-sales service. At the same time, the epidemic has changed consumer habits, making e-commerce businesses form new consumer trends and become more important.

By accelerating the deployment of e-commerce business, Anta clarifies the online business strategies and multiple operating standards of each brand, and establishes an independent online business organization structure and a complete marketing strategy plan. According to Anta's 2020 annual report, Anta's e-commerce revenue increased by 53% from 2019 to 9 billion yuan. (Anta sports products limited, 2021e, 48)

Anta mainly optimizes the consumer experience by strengthening the operation of the official website and the production of content, thereby enhancing consumer stickiness. On the other hand, continue to strengthen the construction of the membership system and implement refined consumer labels to maintain the diversification of the sales platform. First, Anta not only operates the official online shopping malls of its various brands, but also cooperates with traditional e-commerce companies such as JD.com, Tmall, VIP shop and Pinduoduo in the Chinese market and different well-known e-commerce platforms. In overseas markets, it cooperates with Amazon. cooperate. At the same time, Anta began to expand its own e-commerce platform to promote the integration of offline and online sales. In order to better operate the official website and e-commerce platform, Anta has established a dedicated online sales team to attract more customers by optimizing the shop interface, improving product search, and ranking functions, and improving product

introduction and display. Online shopping consumers. Secondly, Anta also adjusted the combination of exclusive online products in various e-commerce channels and seasonal products to optimize the product selection mechanism. Finally, Anta is also actively promoting the reform of the logistics model, bringing convenience to e-commerce marketing by shortening the logistics time of products from delivery to consumers, to meet market demand more quickly.

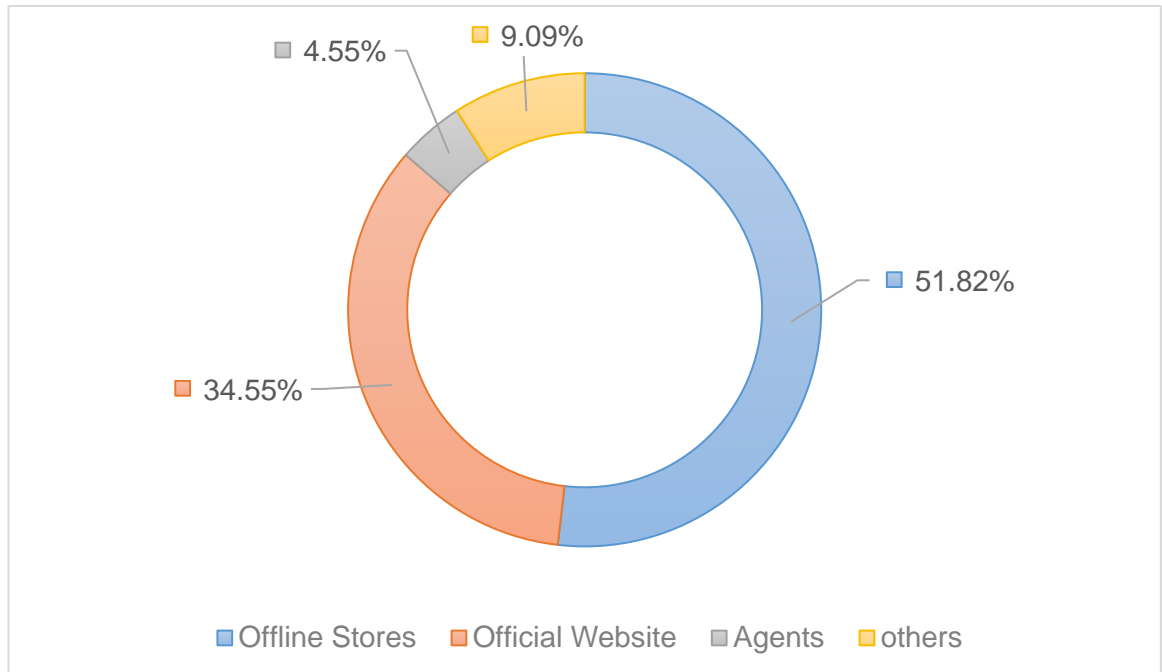


Figure 12. Anta Consumer Channel Purchase Survey (n=220)

From the survey of Anta consumer channel purchase in Figure 12, it is found that consumers mainly buy in physical stores, with a proportion of 51.82%; followed by the e-commerce channel represented by the official website with 34.55%, and then other channels and agents' level for purchase, with 9.09% and 4.55% respectively. It can be seen from this that Anta's e-commerce business measures have achieved certain results.

4.4.5 Public relations strategy

Enterprises adopt non-payment methods in order to gain the trust of consumers and the social public and expand the corporate awareness, brand image and corporate reputation. This promotion method mainly includes releasing news, holding press conferences, carrying out social welfare activities and corporate celebrations, etc., so that the public has a full understanding and knowledge of the enterprise, as well as strengthening the social relationship between the enterprise and the public, creating a harmonious and friendly marketing environment for the enterprise, thus indirectly promoting the sales of products.

(Mbalib , 2021j)

When Anta conducts major marketing activities, the company's public relations department publishes and posts news on the brand's official website and major social media, so that more members of the public can further understand Anta's operation and development. Since 2016, Anta and the Marketing Development Department of the Chinese Olympic Committee have established the 'Bridge of Love Public Welfare Campaign' to let more children understand Olympic sports and support the development of sports in China with practical actions of donating sports equipment. At the same time, Anta itself is also actively fulfilling its social responsibility by opening the 'Anta Dream Centre' thriving public welfare project in Fujian, Yunnan, and Sichuan since 2017, providing classroom books and stationery, sports apparel and equipment for children in remote areas of China. Anta actively fulfils its social responsibility through public relations to promote social welfare, which also helps build a good social image for Anta.

4.4.6 Branding strategy

Branding strategy is a business strategy in which a company uses its brand as its core competency and thus gains value and differential profit. Brand strategy, as a necessary condition for the rapid development of a company, is positioned to show the corporate culture and grasp the target audience. (Mbalib , 2021k)

With the positioning of its own main brand in consumers and the market share that needs to be expanded, Anta realizes that it is relatively difficult to complete innovation and upgrade through its main brand. For the development of the mid-to-high-end market, the company adopted the way of outward acquisition to complete the upgrade and evolution of Anta in the high-end market by acquiring brands with different positioning and categories. After years of operation and development, Anta has gone through four different stages of brand strategy with innovation and upgrading: firstly, manufacturing, secondly, brand creation, thirdly, retail transformation and fourthly, multi-brand development. The "single focus, multi-brand, omnichannel" is Anta's brand strategy plan at this stage, which is also the key to Anta's rapid profit growth. Up to now, Anta has formed three brand groups, including professional sports brand group, fashion sports brand group and outdoor sports brand group, through acquisition, establishment of joint ventures and subsidiary brands. As of December 31, 2020, the number of brand stores under Anta is generally on an upward trend, with a total of 9,922 branded Anta stores (including branded Anta children's independent stores); 2,006 FILA stores in mainland China; 175 DESCENTE stores; 157 SPRANDI stores; 173 KOLON SPORT stores (Anta sports products limited

2021f, 11). By leveraging Anta's unique brand strategy, thus penetrating different market segments and distribution networks, and thus capturing more market shares. At the same time, how to make each brand of the enterprise change from independent operation to mutual cooperation, so as to maximize the interests of the enterprise, is also a problem that Anta needs to solve now.

4.5 Analysis of Competitor's Marketing Strategy——Taking Nike as an Example

Founded in 1964, Nike is an American conglomerate mainly engaged in the manufacturing, design, development, global marketing and sales of apparel, footwear, accessories, and equipment. Nike's slogan is Just do it. Currently operating three brands, NIKE, Jordan, and Converse. According to Statista statistics, in 2021, the Nike brand value is approximately 30.44 billion U.S. dollars (Statista, 2021a).

4.5.1 Product strategy

Nike's product line covers sports shoes and accessories for children, youth, and adults at different ages, including baseball, ice hockey, track and field, football, surfing, yoga, tennis, basketball, lacrosse, skateboarding, fighting sports, cycling, wrestling, Volleyball, cheerleading, racing, water sports, cricket, and golf. At the same time, Nike attaches great importance to product research and development. As of September 2021, Nike has a total of 25,762 patents worldwide, of which 18,340 have been authorized, and more than 79% of global patents are active (Insights, 2021).

In 1980, Nike established a sports research laboratory, employing more than 40 top scientists in physiology, biomechanics, biomedical engineering, mechanical engineering, mathematics, physics, kinesiology, and other related fields. Nike also hired a research committee and a customer committee, including coaches, athletes, equipment operators, podiatrists, and plastic surgeons to meet regularly with Nike's leaders to review various design plans, materials, and ideas for improving sports shoes. The research laboratory has also established strategic partnerships with top universities in Asia, Europe, and North America, and continues to track the development of cutting-edge sports science. At the same time, Nike also has cutting-edge instruments and equipment to provide guarantee for the company's research and development. Such as: high-speed cameras, motion visualization equipment, environmental simulation systems, etc. While ensuring continuous product innovation and research and development, Nike also speeds up the product development process to reduce the design cycle. The goal is to complete product updates within 90

days, and set up design teams overseas to develop products for the local market. (Kaiyuan securities,2020a, 15)

4.5.2 Price strategy

Nike mainly uses value-based pricing and premium-based pricing strategies. Value-based pricing refers to the strategy of pricing based on the perceived value of consumers. The core is the customer (Andrew Blumenthal, 2020) . Value-based pricing is carried out by Nike for consumers in the high-end market segment. Nike helps the company increase profits by measuring the maximum value that customers are willing to pay for a particular product, while also ensuring a loyal customer base. Nike has also obtained a higher price advantage than products on the market by virtue of its brand image and product technology research and development level.

premium-based pricing refers to the value of products beyond the normal market competition conditions. It is the price that consumers are willing to pay for consuming a company's products (Mbalib, 2021,). Nike associates loyal customers who form a special intimate relationship with the product with the price of the product. Therefore, Nike can ensure that consumers are willing to pay higher prices for the products, to obtain classic products.

However, the fierce market competition environment has also brought some pressure to Nike. As competitors also provide high-quality products within acceptable price ranges, customers have more purchase options, which will affect Nike's price strategy.

4.5.3 Promotion strategy

Nike's target audience is mainly people who love sports, especially young people. Due to the high level of activity among young people on social media, Nike also uses social media to interact with millions of people through Instagram, Facebook, Twitter and YouTube and consumers to promote products. Nike's sponsorship promotion involves well-known athletes and celebrities from different countries and regions. In order to make fans and consumers who love sports recognize and buy Nike products, Nike hired athletes such as Rafael Nadal, Kobe, Jordan, Tiger Woods, and LeBron James to endorse products and shoot commercials. According to statistics from Statista, Nike's advertising costs in 2020 will cost \$3.5 billion (Statista, 2021b) . In addition, Nike also benefited from athletes' fans, thereby increasing the income of related products endorsed by athletes. For example, Nike has set up a special brand for Jordan, Air Jordan, and is far ahead of other products in terms of sales volume and market demand. At the same time, Nike also sponsors

cricket, NBA, marathon and other events and sports teams to increase brand awareness and sports customer groups.

At the same time, Nike attaches great importance to product development and marketing in the female market. In October 2014, Nike announced the Nike woman strategy in New York, announcing its official entry into the women's market. With the release of the Nike woman strategy, Nike has made a series of offline retail experience innovations and online communication for women. For example, in 2014 Nike opened women's experience halls in the United States and Shanghai to provide all-round services and products for women. At the same time, Nike is also actively exploring new online marketing methods, and produced an original 8-episode short drama "Margot vs. Lily", which was released on NIKE's official website, YouTube, Youku and other platforms. In addition to watching the plot, the audience can also receive fitness-related tutorials and suggestions, as well as the marketing and promotion of NIKE's fitness shoes and clothing, APP, and social accounts. According to statistics, the show has received more than 80 million views, and it has also attracted audiences to download NIKE's fitness assistance App: NIKE+ Run and Training Club (Kaiyuan securities,2020b, 35). Nike provides continuous incentives for women to actively participate in sports and challenge themselves to further expand Nike's influence in the women's sports market.

4.5.4 Distribution strategy

In direct offline stores, Nike uses offline and online integration and intelligent upgrades to strengthen interaction with consumers, thereby establishing closer connections and increasing customer stickiness. For department-operated stores, Nike has transformed it into a highly interactive and immersive retail environment, realizing online and offline integration. For example, Nike Shanghai Innovation Retail Store, where the store showcases the latest product innovations, provides data-based product try-on and product customization services for customers. Due to the current epidemic situation, Nike has shifted its distribution focus to online, bringing the flow of offline retail stores that need to be temporarily closed to online. On the one hand, it can reduce offline losses, and at the same time, it can seize the opportunity brought by the epidemic, expand the number of online members, and cultivate consumers' online consumption habits.

In the online channel, Nike mainly obtains data through the NIKE Tmall flagship store, the official WeChat applet, NIKE.COM, SNKRS App, NIKE App and e-commerce platforms to obtain data and information to grasp the needs and preferences of consumers. For example, in cooperation with Tmall, Nike has developed consumer experience standards for online channels. In the WeChat applet, Nike not only provides customers with a channel

to purchase products, but also allows consumers to check offline inventory in real time, making it easier to try on and purchase, to better promote consumer purchases. SNKRS App is mainly the main lottery sales platform for NIKE limited edition sneakers, meeting the demand of Chinese consumers for trendy shoes. In the Nike app, Nike focuses on the ecological construction of the membership system. In addition to providing purchase functions, it also provides Chinese users with a one-to-one membership service centre, as well as more personalized and customized content pushes, including localized training techniques and eating habits tailored to Chinese consumers.

In terms of distribution channels, Nike reduced the number of retailers, selected "differentiated" retailers, and continued to share data with high-quality retailers. In October 2017, NIKE announced that it would reduce the number of 30,000 retail partners worldwide to 40, and cooperate in-depth to become a "strategic retail partner." At the same time, Nike will share customer data with retailers and connect with core retailers to provide consumers with better services across all channels. (Kaiyuan securities,2020c, 23)

4.6 Analysis of Anta's marketing purpose

4.6.1 Build a brand image and increase brand awareness

The fact that Anta is the highest-level sponsor of the Beijing 2022 Winter Olympics is proof of Anta's strength. Secondly, the Olympic brand has experienced centuries of cultural precipitation and value accumulation, which is the best carrier to enhance the image and popularity of the sponsor company, and this advantage is also incomparable with other branding strategies. On the one hand, it can make the public transfer the same good impression of the Olympic Games to the Olympic sponsors; on the other hand, the Olympic sponsors are more easily accepted by consumers when promoting and operating their products. The Olympic spirit of "Higher, Faster, Stronger" will also help to combine and promote the brand value and Olympic spirit culture, thus enhancing the brand value of enterprises. As a strategic partner of the Chinese delegation and the Chinese Olympic Committee, Anta has been providing the Chinese delegation with medal uniforms since 2012, so that Anta's logo can be displayed in front of the world again and again, and more people can understand and recognize Anta, and finally enhance the brand awareness. With this, Anta became the official sportswear supplier of the IOC in 2019, and will have the right to use the emblem and title of the Olympic Committee for marketing and advertising and other activities, and become the designated product of the Olympic Games, while this product also has a certain degree of exclusivity, which can help the sponsoring company

further consolidate its corporate status, strengthen its brand advantages, increase the distance from competitors and improve brand awareness. When a company has established a good brand image and brand awareness, it will play a great degree of advantage when consumers shop. Since in general, consumers will give priority to products with higher brand awareness in their shopping list. When consumers are unable to distinguish the difference between products due to inexperience while shopping and are faced with the choice of having to buy, brand awareness becomes an important factor for consumers to purchase. In the survey on Anta's brand awareness, it was found that 61.82% of consumers said they knew about Anta and 38.18% said they did not (Figure 13.).

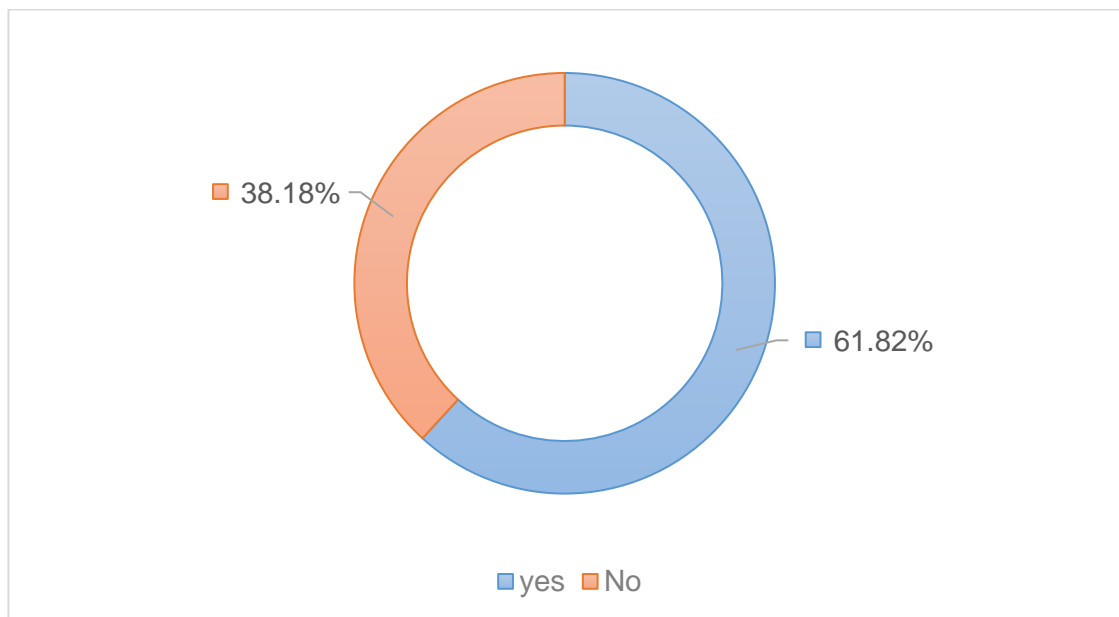


Figure 13. Anta Brand Awareness Survey: Do you know Anta? (n=220)

4.6.2 Increase consumer brand loyalty

When a company has a high brand image and reputation, this can to a large extent enable consumers to have a certain tendency and preference for the brand, that is, brand loyalty. Improving brand loyalty is vital to the production and development of an enterprise and expanding its market share. (Mbalib, 2021m,)

Anta uses sports resources-related activities to attract consumers to experience and participate in brand marketing and publicity activities, to obtain their views and attitudes towards the brand, to improve and enhance marketing methods in a targeted manner. At the same time, Anta provides a variety of corresponding convenient activities in the process of consumer participation, such as customer service experience, perfect after-sales service, etc., to narrow and deepen the relationship between enterprises and consumers, and promote the effectiveness of consumers and enterprises. Communication is conducive to the

formation of close ties between enterprises and consumers, and ultimately enables consumers to generate brand loyalty and promote brand development. For example, Anta uses social media such as Weibo to communicate with consumers on certain sports hot events, first attract the attention of consumers, and then release various marketing activities related to products, so that the communication between the two parties is not limited to basic understanding. , It also includes the changes that companies and brands actively make for consumers, as well as consumers' opinions and suggestions on the brand.

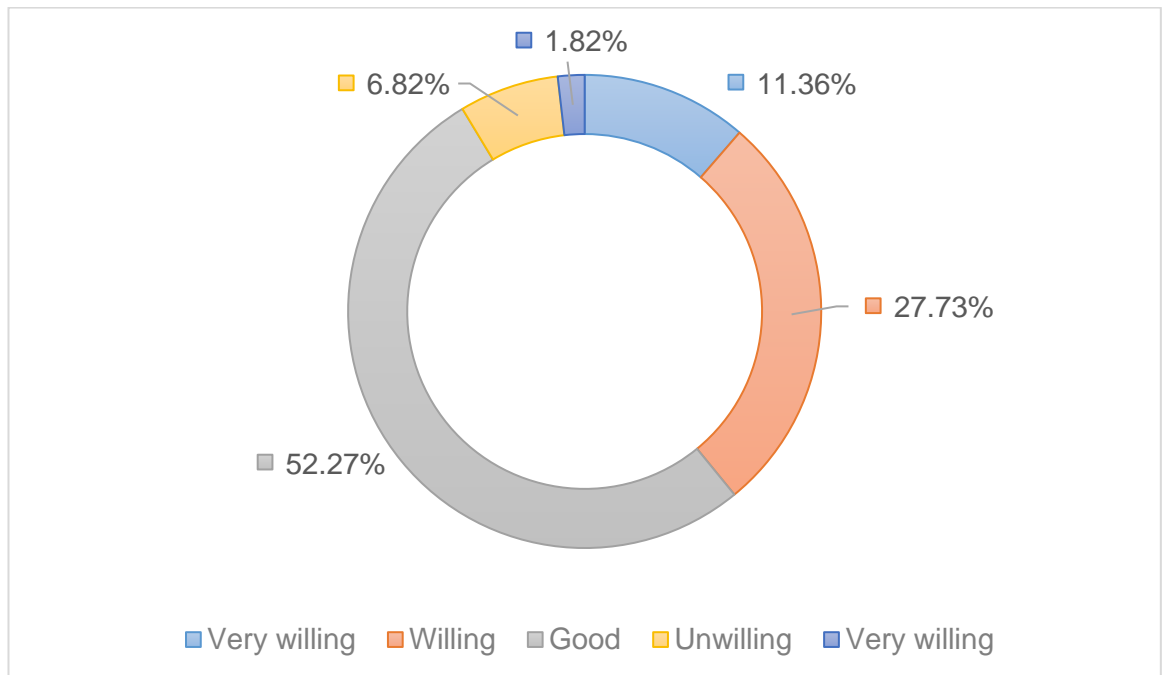


Figure 14. Anta Consumer Loyalty Survey (n=220)

As shown in Figure 14, in the survey about Anta's consumer loyalty, the survey was analysed whether consumers are willing to buy Anta's products for a long time. Among them, the proportion of consumers who expressed general willingness to purchase Anta products for a long time was half of 52.27%, the proportion of consumers who expressed willingness to purchase products for a long time was 27.73, the proportion of consumers who expressed very willingness to purchase products was 11.36%, while the proportion of consumers who were not willing to purchase products was 6.82% and the proportion of consumers who were very unwilling to purchase products was 1.82%. From the survey results, the proportion of consumers who are very willing and generally willing reached over 90%, which shows that consumers have certain brand loyalty to Anta and the effective communication between Anta and consumers.

4.6.3 Gaining market share and maximizing profits

Market share refers to the percentage of a company's sales in the entire industry, or the percentage of a company's sales in a certain market to the total sales of similar products

in the market. The market share is a direct reflection of the company's operating conditions and the competitiveness of its products. (Baidu,2021c)

When Anta has established a good brand image, with the help of good communication with consumers, then by increasing product exposure and improving product sales, and finally gaining a large share of the market share, the ultimate corporate profit can be maximized. As the official partner of the Beijing Winter Olympics Organizing Committee, Anta will receive the rights and interests of the Beijing Winter Olympics Organizing Committee to provide products and services and marketing rights. Therefore, Anta uses the rights and interests of the Olympic Games to combine Olympic-related products with its own Marketing strategy to quickly occupy market share and maximize profits. From the perspective of market share, the gap between Anta Sports and Nike and Adidas is also narrowing. According to Euromonitor's data, in the Chinese sportswear market, Anta's market share will increase to 15.4% in 2020, second only to Nike and Adidas' market share of 25.6% and 17.4% (Zhou Jie, 2021).

4.7 Analysis of Anta marketing SWOT

4.7.1 Strength analysis

According to the analysis of Anta's marketing environment and marketing strategy, Anta's marketing strengths are as follows:

1. Anta is keen to participate in public welfare undertakings for donations and sponsorships and other activities, which has laid the foundation for Anta's good brand image to be established.
2. Through the above channel strategy analysis, it can see that Anta has many sales channels, including retail stores, various channels dealer cooperation and e-commerce and other sales channels. Anta has established perfect sales channels throughout various provinces and cities in China, especially in the second and third-tier cities, to close the distance with the consumer market and shorten the response time to the changes in market consumer demand.
3. Anta is the first sports goods company in China to start sports marketing. From 1995, Anta started to sponsor the World Championships in weightlifting, to 1999, when it signed the contract with table tennis player Kong Linghui, to 2009, when it signed the

contract with the Chinese Olympic Committee and a series of other sponsorship activities. Anta's sponsorship of sports events, sports players and sports organizations for many years has enabled Anta to accumulate rich marketing experience.

4. Anta not only has sufficient sports sponsorship resources, but also maintains long-term cooperation with the Chinese Olympic Committee, which provides a good foundation and platform for Anta to carry out product marketing. These sports resources provide a good foundation and platform for Anta to carry out product marketing. By combining with corporate marketing strategies to maximize the benefits of existing sports resources, Anta will continue to increase its visibility and influence in the sports goods market.
5. Anta has sufficient liquidity. As of December 31, 2020, Anta Group's liquid cash reached 15,323 million yuan, an increase of 7,102 million yuan from 2019. Even under the impact of the epidemic, Anta still has a healthy cash generating capacity (Anta sports products limited 2020g, 52).
6. Anta's production and operating costs are controlled at a low level and it has a certain cost leadership advantage.
7. Anta has numerous brands under its umbrella, and the synergistic development of multiple brands will facilitate the development process of Anta's participation in the international market.

4.7.2 Weakness analysis

According to the analysis of Anta's marketing environment and marketing strategy, Anta's marketing weaknesses are as follows:

1. When studying Anta's product strategy, it was found that Anta's products are mainly male products, while female products are relatively few. From the side, it reflects Anta's insufficient investment in the women's market, resulting in a low share of the women's market.
2. Although Anta is the top ranked sports brand in China, there is still a large gap in technological research and development and innovation capabilities compared to top international sports brands such as Nike and Adidas. And product development capabilities and innovation on consumer choice preferences largely determine the sales of products, as well as the lack of core competitiveness.

3. The positioning of Anta brand is in line with the low-end market of the general public. In the early stage, in order to enter the market smoothly, Anta's product design is mostly based on imitating NIKE, Adidas and other popular product styles, so that there is a serious problem of product homogenization. Due to the lack of independent design and innovative ideas, Anta has formed a resistance psychology and bad impression in consumers' mind, resulting in the phenomenon of low brand reputation.
4. Anta has numerous sports resources, such as sponsored sports events and sports organization sponsorship, as well as contracted sports athletes and celebrity endorsers. However, Anta has not fully integrated and utilized the existing sports resources and cannot maximize the value of these resources.

4.7.3 Opportunity analysis

According to the analysis of Anta's marketing environment and marketing strategy, Anta's marketing opportunities are as follows:

1. China is paying more and more attention to the development of the sports industry and has enacted a series of preferential policies to support and develop it.
2. In recent years, China has made great efforts to promote sports programs and events. At the same time, the national awareness of fitness has been gradually strengthened. It proves that there is still much room for the development of China's sports market.
3. The continuous development of China's economy and the increase of national income level have gradually increased the purchasing power of consumers. This has laid the economic foundation for Anta to develop the market and further expand its market share.
4. The holding of the 2022 Beijing Winter Olympic and Paralympic Games will further stimulate the market potential of outdoor sports and winter sports. This will provide market development opportunities for Anta's outdoor sports and winter sports sporting goods.
5. Rapid development of e-commerce, which the emergence of the epidemic has made a new consumption model. Among them, live e-commerce and social media-driven e-

commerce show a substantial increase in the Chinese consumer market. By leveraging different social media and increasing marketing promotion investment, not only can we strengthen the communication between Anta and consumers, but also increase the sales of Anta's products.

4.7.4 Threat analysis

According to the analysis of Anta's marketing environment and marketing strategy, Anta's marketing threats are as follows:

1. Under the impact of the epidemic, Anta was mainly affected by the following: firstly, the consumer's desire to consume was restricted and the flow of customers to the stores decreased, which affected the revenue situation of the company resulting in insufficient cash flow for the company to operate and maintain. Secondly, the temporary closure of stores in high-risk areas of the epidemic required the company to bear large expenses such as expensive store rents and staff salaries, and to face the problem of large inventory accumulation. Thirdly, in order to cooperate with the prevention and control of the epidemic and to ensure the health and safety of employees and customers, sponsored sports events and activities were postponed or suspended, causing huge economic losses to the company. And the sales of a series of sporting goods driven by sporting events stagnated and the inventory cycle lengthened.
2. At present, competition in the sporting goods industry in both domestic and international markets is becoming increasingly fierce. Among them, it is mainly due to the gradual expansion of the sports industry and the rapid expansion of international brands in the country. At the same time, the competition in the sports industry has changed from the original product price and quantity to quality and technology. The intensification of market competition will have an impact on Anta in terms of revenue and market share occupation.
3. Innovation and technology in the sporting goods industry is developing rapidly, while Anta's research level and innovation ability is weak. Without increased investment of capital and personnel in this area, Anta's products are more likely to be replaced by products of other brands in the industry.
4. Although Anta has a strict management and quality control system for its suppliers, business can be affected by factors such as the quality of raw materials provided by suppliers, transportation time, and delivery conditions. There may also be instances

where the quality of raw materials does not match, deliveries cannot be made on time and in the agreed time, quantity and location, or where products are lost or misplaced.

5 Conclusions

This study starts from the concept of marketing, combined with Anta's macro marketing environment and surveyed consumer conditions, analyses Anta's existing product marketing strategies, and compares the marketing strategies of competitor Nike, as well as Anta's marketing objectives. The conclusions are as follows :

First, in the questionnaire survey of Anta consumers, the respondents were mainly men and a few were women. Secondly, the age group of consumers' is mainly in the 20 to 30 years old young people, whose consumption ability is relatively low. Thirdly, consumers' education level is generally higher, and they tend to have higher requirements for products, which requires Anta to have certain product technology development and innovation capability. Fourthly, the consumers' occupations cover a wide range, reflecting the popularity of Anta's brand and the wide range of application of its products. However, consumers are mainly students with no income. Finally, consumers spend mainly between less than 200 yuan and 600 yuan on sports, and Anta's product pricing is in line with the purchasing power of the overall Chinese consumer group.

Secondly, through the analysis of Anta's marketing environment, it is found that China has introduced more preferential policies for the sports industry to promote the development and prosperity of China's sports industry to the greatest extent. The rapid development of China's economy and the growth of national income, as well as the increase of people's fitness awareness, the holding and promotion of the Beijing Winter Olympics and ice and snow sports, constantly increase the demand for sports goods. This has provided development opportunities for Anta's marketing development. However, China's sporting goods market is becoming more and more intense and the industry competitors are gradually increasing, making the phenomenon of product homogenization more and more serious, as well as the increase of substitute products, which will pose a greater market challenge to Anta.

Thirdly, the analysis of Anta's marketing strategy reveals that the main marketing strategies used by Anta are mainly product, price, promotion, distribution, public relations, branding and people strategies. The effective marketing strategies will further promote the sales and profits of the products, as well as increase the market share and competitiveness. First, Anta's product strategy is mainly designed and implemented in terms of product categories, areas involved, product materials, product styles and product development. Among them, most of the consumers are more satisfied with Anta's product style design. Secondly, Anta's price strategy mainly uses three aspects of competition-oriented,

consumer psychology and discount pricing. Thirdly, Anta's channel strategy is to sell products through retail, channel cooperation and e-commerce channels. And in the consumer survey, it is found that consumers mainly buy from offline stores, followed by online websites represented by the official website. Fourthly, Anta's promotion strategy implemented in new product release, excessive inventory accumulation, and market share grabbing with competitors is mainly based on personnel sales, advertising promotion and business promotion. For example, signing spokespersons, sponsoring sports events, cooperating with social media platforms, and implementing various product promotions. Fifthly, in order to increase the company's awareness and brand image, Anta has adopted a public relations strategy based on public service and donations to gain consumers' trust and recognition. Sixthly, Anta is currently implementing the brand strategy of "single focus, multi-brand, and omni-channel", so that its multiple brands can be operated independently to cooperate with each other to maximize corporate benefits. Finally, in order to better serve consumers, Anta needs to train its employees and other personnel strategies. Among them, it is found in the consumer survey that consumers are more satisfied with Anta's service and after-sales service.

Fourthly, Nike's product strategy is mainly based on product research and development. Through cooperation with many scientists, assisting high-tech equipment to continuously continue product innovation and speed up the product development cycle. Nike's pricing strategy mainly uses value-based and premium-based pricing strategies, relying on close contact with customers, making them a loyal customer and voluntarily paying product prices. Nike's promotional strategy is mainly based on advertising and sponsorship. At the same time, Nike also attaches great importance to the marketing of the female market, further expanding Nike's influence in the female market. Nike's distribution strategy consists of three parts: offline stores, online platforms, and distribution channels.

Fifthly, the above analysis found that there are three reasons for Anta's marketing purpose. Firstly, to build brand image and brand awareness. Secondly, to increase consumers' brand loyalty. Finally, to gain market share and maximize profit.

Finally, the analysis of Anta's marketing strategy and the benefit returns obtained after the implementation of the marketing strategy reveals that a good marketing strategy can promote the rapid growth of the company.

6 Suggestions

In order to further promote product sales and increase market share, Anta needs to segment the market in terms of consumers' gender, age, education, income and consumption level, and design products according to consumers' needs. The company should promote and expand Anta's image and popularity through various ways. At the same time, it should strengthen the product development and innovation ability to attract more potential consumers. According to the problems of Anta's existing marketing strategy, the following suggestions are made.

6.1 Increasing investment in the female market

Currently men still have the advantage in the income share, but in many households, women have more influence and decision-making power in their purchases. In the meantime, there are more and more excellent female athletes, and with that comes a lot of female sports enthusiasts. These female consumer groups also have a growing share of consumer share and purchasing power, and have become an important segment and a new growth point for sports brands that cannot be ignored. According to Accenture (2020), China has nearly 400 million female consumers aged 20-60, controlling up to 10 trillion yuan of consumer spending annually, enough to constitute the third largest consumer market in the world, close to the combined retail markets of Germany, France, and the UK. This part of the female market is largely untapped effectively. Therefore, there is a great market prospect. Anta needs to increase its development and investment in the women's market. Design different products according to the needs of women of different ages, occupations, and income levels. Secondly, increase the signing and sponsorship of female athletes and female events to continuously attract female fan base. Enrich women's sports consumption products, strengthen the connection with women's groups, and focus on marketing and publicity for the women's market.

6.2 Investing in science and technology research and development

As one of the core elements of the competitiveness of sporting goods, technological innovation is of great help to enterprises in capturing market share. Compared with Nike's research and development investment and product innovation ability, there is still a gap in the technological research and development ability of Anta's products. If Anta wants to achieve the goal of internationalization as soon as possible, product technology is a crucial step. By increasing the investment in research and development and innovation of product technology to improve product quality and technology content, to gain consumer recognition and cultivate loyalty. Anta can develop scientific and technological products

with other companies, research institutions and universities through various forms of technical cooperation. By using external research and development resources, it can shorten the product development cycle, reduce input costs, and reduce market risks. At the same time, enterprises should actively participate in international science and technology and talent exchanges, as well as training more scientific and technological talent, to strengthen the ability of independent innovation.

6.3 Increasing investment in social e-commerce

As a result of the 2020 epidemic, people are spending more time at home and gradually increasing the number of hours they spend on the Internet, which is driving the growth of online consumption. According to statistics, in 2020 China's online retail sales increased by 10.9% compared to last year, of which online retail sales of physical goods accounted for 24.9% of total retail sales of social consumer goods (Dong 2021). Currently, social e-commerce, which uses social media to drive product sales, has become a new consumption model for current Chinese consumption. With strong user stickiness, accurate user segmentation, low-cost marketing expenses, huge business potential and close interaction with consumers, social e-commerce has been able to develop rapidly. Therefore, Anta should grasp this new consumer trend to enhance communication with consumers and promote product promotion and sales. By promoting product content through online social platforms such as Weibo, WeChat, Xiaohongshu and short video app, users can be guided and motivated to consume the products. At the same time, it is necessary to continuously optimize the functions and services of the products.

6.4 Strengthening the utilization of sports resource

Anta has many sports resources and sports marketing history, including sponsorship of sports events, multiple cooperation resources with the Chinese Olympic Committee, International Olympic Committee, Chinese delegation, athletes, etc. Facing the fierce competition from foreign brands, Anta must make full use of and integrate the existing sports resources. By leveraging the brand benefits of the Chinese Olympic Committee and the International Olympic Committee, and the visibility and influence of athletes, it can expand our active contact with target consumer groups. Secondly, recruit marketing personnel with professional ability to integrate marketing of existing resources.

7 Evaluation and gain of study

7.1 Evaluation of study

The purpose of this study is to analyse Anta's existing marketing strategies based on consumer survey research, which mainly include: product strategy, price strategy, distribution strategy, promotion strategy, public relations strategy, and brand strategy. Can a good marketing strategy promote the rapid development of the company? At the same time, with the help of SWOT to analyse the impact of Anta's marketing strategy, and compare Nike's marketing strategy, to find out the problems of Anta's marketing strategy and make relevant suggestions.

The study designed a questionnaire survey of related issues for Anta's marketing strategy (product, price, distribution, promotion, public relations, and brand strategy), and analysed and evaluated the feasibility of the implementation of Anta's marketing strategy through the results of the questionnaire. The results of the consumer questionnaire show that Anta's marketing strategy has achieved certain results. At the same time, the study also compared the market share and profit return after the implementation of the marketing strategy, to evaluate and verify that the implementation of Anta's marketing strategy can promote the company's rapid development. As mentioned above, as of December 2020, Anta's revenue has increased to 35.5 billion yuan, and it has become the third largest sports brand in the world, second only to Nike and adidas. Finally, in the analysis of Anta's marketing objectives, it is found that the implementation of marketing strategies can shape brand image and increase visibility, increase consumer loyalty, gain market share and maximize profits. Therefore, a good marketing strategy can promote the rapid development of enterprises.

On the other hand, SWOT analysis can analyse Anta's disadvantages and threats, and compare the marketing strategies of competitors Nike to find out the gaps in Anta's marketing strategies, and find out the problems in Anta's marketing strategies, and address related issues. Refer to Nike's good marketing strategy for reference, and put forward feasible reference suggestions for Anta.

7.2 Gain of study

Firstly, in the study process, I have deeper research and understanding of the course of sports marketing. It allows me to apply the knowledge learned in class to research, and

continue to study in depth and expand the scope of knowledge. Secondly, through the literature review, I have a clearer and deeper understanding of the concept of marketing and marketing strategy and SWOT theory. Thirdly, through the questionnaire survey, I learned how to design the questionnaire and obtain the questionnaire data, so that I can use it in research. Fourthly, through the development environment of Anta's sporting goods, I fully understand China's overall policies, economy, customs, technology, and competitive development environment, to help me better engage in the sporting goods industry. Fifthly, by analysing Anta's marketing strategy, I have a better understanding of marketing strategy and apply it to my work, helping me learn and formulate marketing strategies in business. In the end, I learned to summarize and summarize, which greatly improved my thinking in the process of how to make the paper more organized and logical.

7.3 Reference for future study

Since this thesis only conducts research and analysis on Anta's marketing strategy based on six aspects, including product, price, distribution, promotion, brand, and public relations strategy, it has failed to fully study other marketing strategies, and there is insufficient research. It is suggested that future research can further comprehensively study Anta's other marketing strategies, such as sports marketing, advertising marketing, sponsorship marketing and other marketing strategies.

At the same time, regarding the marketing strategy of Anta's competitors, this article only selects the foreign brand Nike as a reference for comparison, and there is a problem of relatively single comparison. Although Nike has a sound marketing strategy and has achieved good results, Nike is a foreign brand and has a different market environment from Chinese sports goods companies. Therefore, it cannot be a good reference for Anta and other major sports goods companies in China. Reference role. Therefore, future research recommendations can further study and compare the marketing strategies of other Chinese companies, which will have more practical reference significance.

Finally, as the official sportswear partner of the Beijing 2022 Winter Olympics and Paralympics, Anta will carry out related Olympic marketing to obtain greater return on sponsorship rights. With the advancement of the preparations for the Beijing Winter Olympics and more and more people pay attention to the Winter Olympics, the value of Olympic marketing will also increase. Therefore, in the future, we can also study and analyse Anta's Olympic marketing strategies.

7.4 Thanks

Firstly, I would like to thank my tutor's Dr. Kari Puronaho and Dr. Junjie Feng for their help and guidance. Guide me to determine the research direction and theme according to my hobbies and future work, so that I have better practice and application in my future work. In the process of writing the thesis, I provided guidance and constructive suggestions to the difficulties and problems I encountered, to help me successfully complete my thesis. Secondly, thank my parents for their encouragement and support. Thirdly, I would like to thank my classmates, especially Lin for helping and caring about me in study and life. Especially in the 2020 epidemic, to accompany and enlighten me. Fourthly, I would like to thank Sirpa and Seppo, a business English teacher and her husband, for caring and taking care of me during the epidemic study period, and for giving me family-like care. Finally, I would like to thank 220 people for their feedback on the questionnaire, help me to collect research data and successfully complete the writing of the study.

References

Abc exchange. 25 November 2020. URL:<http://abcexAndrew Blumenthal-change.io/terms/v/valuebasedpricing.asp>. Accessed: 12 November 2021

Accenture. Winning the Her Economy: Reconceptualizing the Female Consumer in the Digital Age. URL: https://www.accenture.cn/_acnmedia/Accenture/cn-zh/Transcripts/PDF/Accenture-Wisdom-Wins-Her-Economy.pdf#zoom=50. Accessed: 21 April 2021.

American Marketing Association. 2017. Definitions of Marketing.URL: <https://www.ama.org/the-definition-of-marketing-what-is-marketing/> , Accessed: 21 April 2021.

Anta sports products limited. 24 March 2021a. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf . Accessed: 21 April 2021.

Anta sports products limited. 24 March 2021b. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf . Accessed: 21 April 2021.

Anta sports products limited. 26 February 2019 c. Anta Group Release Best Ever Annual Report.

Anta sports products limited. 24 March 2021d. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf . Accessed: 21 April 2021.

Anta sports products limited. 24 March 2021e. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf . Accessed: 21 April 2021.

Anta sports products limited. 24 March 2021f. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf . Accessed: 21 April 2021.

Anta sports products limited. 24 March 2021g. Anta 2020 annual report. URL: https://files.services/files/394/2021/0324/20210324164501_59712359_tc.pdf. Accessed: 21 April 2021.

Baidu.

URL:<https://baike.baidu.com/item/%E4%BB%B7%E6%A0%BC%E7%AD%96%E7%95%A5/2041315>. Accessed:12 November 2021a.

Baidu.

URL:<https://baike.baidu.com/item/%E4%BB%B7%E6%A0%BC%E7%AD%96%E7%95%A5/2041315>. Accessed:12 November 2021b.

Baidu.

URL:<https://baike.baidu.com/item/%E5%B8%82%E5%9C%BA%E4%BB%BD%E9%A2%9D/7026134> , Accessed:12 November 2021c.

Business research methodology. 28 October 2021.URL: <https://research-methodology.net/theory/strategy/swot-analysis/> . Accessed:13 November 2021.

Cai, J. W., & Zhao, C. J. 2001.Sports sponsorship - a win-win strategy. People's Sports Publishing House. Beijing.

Chen, X. L., 2010. Sports Marketing (2nd Edition). People's Sports Publishing House. Beijing.

Dong, L. H., 2021. The consumer market withstood the impact of the epidemic and the consumer structure continued to upgrade. China Economic Network. Economic Daily. URL: http://m.ce.cn/bwzq/202101/19/t20210119_36237189.shtml. Accessed: 21 April 2021.

Grönroos, C. 2006. On defining marketing: finding a new roadmap for marketing. Hanken Swedish School of Economics. Finland.

Gilligan, C. & Wilson, R. M.S. 2003. Strategic Marketing Planning, 1th. Publisher: Butterworth-Heinemann 4.

Hu, B. 2005. Theoretical and empirical research on marketing strategies of Olympic Games sponsorship companies. Beijing Sports University.

Huajin Securities. 27 May 2021. 22.

URL:https://pdf.dfcfw.com/pdf/H3_AP202105311495037538_1.pdf. Accessed:13 November 2021.

Insights. URL:<https://insights.greyb.com/nike-patents/>. Accessed:15 November 2021.

Jerome, M. & William, D. P.,1993. Basic Marketing: A Global-managerial Approach,11th edition. Publisher: Irwin.

Kaiyuan securities. 30 Marth 2020a. 35.

URL:http://pdf.dfcfw.com/pdf/H3_AP202003301377183994_1.pdf. Accessed: 12 November 2021.

Kaiyuan securities. 30 Marth 2020b.23.

URL:http://pdf.dfcfw.com/pdf/H3_AP202003301377183994_1.pdf. Accessed:12 November 2021.

Kaiyuan securities. 30 Marth 2020c.23.

URL:http://pdf.dfcfw.com/pdf/H3_AP202003301377183994_1.pdf. Accessed:12 November 2021.

Kotler, P. & Armstrong, G. 2017. Principles of Marketing. Global Edition 13.

Kotler, P. & Keller, K.L. 2012. Marketing Management, 14th Edition, Publisher: Prentice Hall.

Mbalib.URL:<https://wiki.mbalib.com/wiki/%E4%BC%81%E4%B8%9A%E7%8E%AF%E5%A2%83%E5%88%86%E6%9E%90>. Accessed: 10 November 2021a.

Mbalib.URL:<https://wiki.mbalib.com/wiki/%E4%BC%81%E4%B8%9A%E7%8E%AF%E5%A2%83%E5%88%86%E6%9E%90>. Accessed: 10 November 2021b.

Mbalib.URL:<https://wiki.mbalib.com/wiki/%E7%A4%BE%E4%BC%9A%E6%96%87%E5%8C%96%E7%8E%AF%E5%A2%83>. Accessed: 10 November 2021c.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E4%BC%81%E4%B8%9A%E7%9A%84%E7%A7%91%E6%8A%80%E7%8E%AF%E5%A2%83>. Accessed: 10 November 2021d.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E7%AB%9E%E4%BA%89%E7%8E%AF%E5%A2%83>. Accessed: 10 November 2021e.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E4%BA%A7%E5%93%81%E7%AD%96%E7%95%A5>. Accessed: 10 November 2021f.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E4%BF%83%E9%94%80%E7%AD%96%E7%95%A5>. Accessed: 10 November 2021g.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E8%90%A5%E4%B8%9A%E6%8E%A8%E5%B9%BF>. Accessed: 10 November 2021h.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E5%88%86%E9%94%80%E7%AD%96%E7%95%A5>. Accessed: 11 November 2021i.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E5%85%AC%E5%85%B1%E5%85%B3%E7%B3%BB%E7%AD%96%E7%95%A5>. Accessed: 11 November 2021j.

Mba-lib .URL :<https://baike.baidu.com/item/%E5%93%81%E7%89%8C%E7%AD%96%E7%95%A5/9280028>. Accessed: 11 November 2021k.

Mbalib .URL:<https://wiki.mbalib.com/wiki/%E4%BA%A7%E5%93%81%E6%BA%A2%E4%BB%B7>. Accessed: 11 November 2021l.

Mbalib .URL:<https://wiki.mba-lib.com/wiki/%E5%93%81%E7%89%8C%E5%BF%A0%E8%AF%9A%E5%BA%A6>. Accessed: 11 November 2021m.

McCarthy, E. J., & Perreault, W. D. 1993a. Basic Marketing: A Global-managerial Approach, 11th edition. Publisher: Irwin.

McCarthy, E. J., & Perreault, W. D. 1993b. Basic Marketing: A Global-managerial Approach, 11th edition. Publisher: Irwin.

Mothersbaugh, D. L., & Hawkins, D. I. 2015. Consumer Behavior: Building Marketing Strategy, edition:13th. Publisher: McGraw-Hill.

National Bureau of statistics of China. 31December 2020 a. 2019 National Sports Industry Total Scale and Value Added Data Announcement. URL: http://www.stats.gov.cn/tjsj/zxfb/202012/t20201231_1811943.html. Accessed: 21 April 2021.

National Bureau of Statistics of China. 25 March 2021b. URL: <https://data.stats.gov.cn/easyquery.htm?cn=C01>. Accessed: 21 April 2021.

National Development and Reform Commission, National Sports General Administration, Ministry of Education and National Tourism Administration. 25 November 2016. "Ice and Snow Sports Development Plan" 2016-2025)".

Palmatier, R. W., & Sridhar, S. 2017. Marketing Strategy: Based on First Principles and Data Analytics. Publish: Palgrave.

Statista.URL: <https://www.statista.com/statistics/632210/nike-brand-value/> . Accessed: 12 November 2021a.

Statista.URL:<https://www.statista.com/statistics/632210/nike-brand-value/>. Accessed: 12 November 2021b.

Appendices

Appendix 1. Questionnaire

Anta brand consumer usage survey

Hello, I am a junior student who is preparing a graduation thesis at HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCE. In order to complete the graduation thesis, I need to collect data about Anta's marketing strategy. I hope you can support and take your precious time to help me fill out the questionnaire. I believe it would be impossible for me to complete my thesis without your help. I will use my personality to assure you that the questionnaire data you filled out will only be used for my academic thesis, and will never leak any information and data about you. At the same time, I hope you can fill out this questionnaire carefully. Thanks again for your help!

- represent Single choice
- represent multiple choice
- represent answer directly

1. Gender

- Male
- Female

2. Age

- Under 20 years old
- 20-30 years old
- 30-40 years old
- 40-50 years old
- Over 50 years old

3. Education level

- Middle school and below
- High school
- Junior college
- Bachelor degree and above
- Others

4. Occupation

- Student

- Teacher
- Worker
- Athlete
- Medical staff
- Liberal profession
- Civil servants and public institutions
- Enterprise and private unit
- Others

5. City

- first-tier city
- second-tier city
- third-tier city
- fourth-tier cities
- others

6. Do you spend on sports products?

- Yes
- No

7. What is your monthly sports consumption?

- Below 200 yuan
- 200-400 yuan
- 400-600 yuan
- 600-800 yuan
- 800-1000 yuan
- 1000 yuan or more

8. What sports brands do you often buy?

- NIKE
- Addidas
- Anta
- Li Ning
- 361°
- Peak
- Jordan
- ERKE
- others

9. Do you know about Anta's brand?

- yes
- no

10. How much do you know about Anta's brand?

- Very well
- Understand
- General
- Don't understand
- I don't know

11. How did you learn about Anta?

- TV broadcasting
- Magazines and newspaper
- Flyer distribution
- Celebrity endorsements
- Outdoor advertising
- Sports event sponsorship
- Influence of people around
- Others

12. When talking about Anta, which of the following options would you associate with?

- Sporting goods
- Slogan: keep moving
- Event sponsor
- Fashion
- Brand logo
- Advertising screen
- Brand spokesperson
- Others

13. What are the factors that influence your purchase?

- Brand awareness
- Product quality
- Reasonable price
- Promotion services
- Service attitude

- Product style
- Others

14. What circumstances would you choose to buy Anta?

- New listing
- Promotion
- Sports needs
- Others

15. What is the price range of Anta products you bought?

- Below 100 yuan
- 100-200 yuan
- 200-300 yuan
- 300-400 yuan
- 400-500 yuan
- 500 yuan or more

16. Do you think the product pricing meets your standards?

- Yes
- No

17. Which channels did you purchase Anta products?

- Physical store
- Official website
- Agent
- Others

18. As a consumer, which type of promotion do you prefer?

- Discount when spent enough
- Member discount
- The second half price of some product
- Shopping gifts
- Others

19. Do you think Anta's product styles meet your requirement?

- Yes
- No

20. Compared with other sports brands, what aspects do you think Anta has done better?
- Reasonable price
 - product quality
 - Service attitude
 - product design
 - Branding promotion
 - After-sales service
 - Others
21. Compared with other sports brands, what aspects do you think Anta has shortcomings?
- Reasonable price
 - product quality
 - Service attitude
 - product design
 - Branding promotion
 - After sales service
 - Others
22. What do you think of Anta's service and after-sales service attitude?
- very good
 - Good
 - General
 - Not good
 - Very poor
23. Are you willing to buy products for a long time?
- Very willing
 - Willing
 - General
 - Unwilling
 - Very unwilling
24. Do you have any valuable suggestions for the Anta brand?
-

Thank you for taking your valuable time to fill out the survey!
Wish you have a happy life, thank you!