

# **Investigation and Analysis of Nike Product Marketing Strategy**

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<p><b>Abstract</b></p> <p>With the increasing demand for mass sports consumption, the development of the sports goods industry will enter a new era. However, the competition between international sports brands and domestic local brands is also very fierce. Nike has always been a well-known sports brand, established only a few decades ago, but it has surpassed many established competitors. Among so many sports brands nowadays, Nike can even be described as standing out and being the favourite sports brand among young people. Therefore, many people will wonder why Nike is so popular? This thesis takes Nike, a world-renowned sports brand, as an example, and uses 4P theory to analyze its product strategy, price strategy, channel strategy, and promotion strategy, and further analyzes its innovative marketing methods such as experience marketing and sports marketing. At the same time, corresponding marketing suggestions are proposed to provide corresponding reference and reference for local sports brands in China.</p>	
<b>Keywords</b> Nike; Marketing; Problems and countermeasures; Marketing strategy	

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# 1 Introduction

## 1.1 Research background

With the continuous development of social productivity and the increasing improvement of economic level in China, the income of domestic residents has also achieved significant growth in recent years. The growth of residents' income has brought about changes in their consumption patterns. Due to the increase in disposable income, people's consumption demand is no longer limited to "eating fully and dressing warmly", and more and more people are beginning to pursue high-quality consumption. In addition to increasing requirements for material consumption, people are also gradually pursuing spiritual and civilized consumption. At the same time, more and more people are beginning to realize the importance of health and actively participate in the cause of fitness and sports. Therefore, in China in the 21st century, tourism, entertainment, cultural industries and other industries have ushered in a development boom. In this context, the sports industry is also facing a bright future. Since the 2008 Beijing Olympic Games, the world has been aware of the huge demand in the Chinese market, and has turned its attention to China, which has huge business opportunities. The sports industry and market are among the leaders. However whether at home or abroad the sports goods industry has always been full of fierce competition. Due to the influence of conformity psychology, the sales quantity and quality of sports goods are highly correlated with the brand. The key factor to enhance the brand effectiveness of an enterprise lies in the selection and implementation of its marketing strategies. Therefore, in order to occupy a place in the sports market, in addition to requiring the quality of their own products to be good enough, enterprises must also constantly pay attention to market changes, timely launch new products, and create momentum through innovative advertising. It can be said that in order to seek breakthroughs in the limited market opportunities, every enterprise has racked its brains to formulate the most reasonable marketing strategy.

Nike was founded in the 1960s (Zhou 2022) and in order to accelerate the development of the company, Nike adopted a "never-ending" corporate culture and developed a series of marketing strategies to rapidly grow into one of

the world's largest sports brands in just thirty years. In the face of many competitors, Nike has always adhered to its core culture of "sport, performance and the spirit of free athletes" to create its own unique brand, linking the never-ending spirit of personal struggle and continuous innovation with the operation of the company. It is through its strength in research and development and its brand image that Nike has managed to secure its position and become a legend in the market. Nike has created many sales myths in the Chinese market and is widely recognised by Chinese consumers. As the world's largest supplier of sporting goods today, Nike is the dominant player in the sporting goods sector and its marketing strategy must be unique.(Zhou 2022)

The "Nike model" is being widely studied and learned by the world. This paper investigates the development situation of Nike, uses PEST theory (Carruthers 2009) and 4P marketing theory (Wood 2008) to analyze the marketing strategy of Nike, and initially discusses why it can beat the powerful market competitors in the same industry and gain great success in such a fierce market competition. At the same time, we analyze and study the problems and countermeasures in Nike's marketing strategy, hoping to play a role in the marketing activities of China's local sporting goods industry.

## **1.2 Research Purpose**

This paper takes the marketing strategy of Nike products as the entry point, and carries out in-depth investigation and research on the current situation of Nike marketing, marketing deficiencies and marketing suggestions in turn, with the following objectives: firstly, by carrying out research on the current situation of the implementation of the marketing strategy of Nike products, it is conducive to timely discovery of potential problems in the marketing process of Nike, and to make adjustments and put forward targeted suggestions in conjunction with consumers' consumption needs, so as to enhance The study will help to identify potential problems in Nike's marketing process, make adjustments in line with consumers' needs, and make targeted recommendations, so as to enhance consumers' desire to buy and improve Nike's marketing and profitability. Secondly, Nike's unique marketing model puts it ahead of other companies in the same industry, and practice shows that Nike's marketing model does have something to learn from. The unique features of Nike's marketing strategy combined with the 4P marketing theory will help to provide reference for the development of other enterprises in the same industry, thus improving the

marketing level of the entire sporting goods industry. At the same time, it is also conducive to promoting the development of China's sports industry and enhancing the international status of China.

### **1.3 Research content**

In this paper, the international well-known sports brand Nike as the research object, for sports enterprises marketing strategy launched a deep discussion and analysis. The research content mainly includes the following aspects: Firstly, through the systematic elaboration of the basic theory of marketing, it lays a theoretical foundation for the subsequent research; Secondly, a comprehensive analysis of the development of Nike company, including the corporate background, development history and brand influence and other aspects of the investigation, in order to deeply understand the company's position in the market and competitive advantages; Furthermore, through the analysis of the political, economic and technical aspects of Nike's marketing environment, the influence and challenge of these environmental factors on its marketing strategy are discussed. At the same time, Nike's product strategy, price strategy, channel strategy and promotion strategy are analyzed in detail, revealing the formulation and implementation of its marketing strategy; Finally, on the basis of identifying the problems existing in the marketing process of Nike company, the corresponding solution measures are put forward, in order to provide useful reference for other sports enterprises in the marketing field.

### **1.4 Research methods**

#### **1.4.1 Literature method**

This study chooses Nike's product marketing strategy as the research topic of investigation and analysis, aiming to systematically obtain necessary information through in-depth review of Nike's history, products, marketing concepts and strategies and other related literature. Through careful identification and combing of the literature, we can accurately extract the key information about Nike's product marketing strategy, and then have a more comprehensive and scientific grasp of the issues to be studied.

Through detailed investigation of the development process of Nike, including the background of product launch, the setting of marketing objectives and the response strategy to market competition, we can deeply understand the evolution of Nike's product marketing

strategy. At the same time, a comprehensive analysis of the characteristics, positioning and market response of Nike's various products helps reveal the reasons why Nike's successful marketing model and strategy have achieved results.

In the process of literature identification and sorting, we will screen out substantive and authoritative information to ensure the reliability and validity of the obtained data. This information will be widely used in this study, as a basis for demonstration and analysis, so as to provide a more accurate and comprehensive perspective to analyze the problem of Nike's product marketing strategy.

#### **1.4.2 Case analysis method**

The so-called case study method is a training method, which takes typical problems encountered in actual work as cases to provide trainees with in-depth research and analysis, so as to cultivate students' ability in problem analysis, judgment, solution and execution (Rashid 2019). In this paper, the case study method is used to deeply explore the marketing strategy of Nike products, aiming at improving the accuracy of the research and achieving a comprehensive interpretation of the current situation.

By using a case study approach, we were able to lead participants to engage, think deeply, and analyze marketing strategies for Nike products from multiple perspectives. By studying a specific case in detail, we can more comprehensively understand the market background, competitive environment, consumer demand and other factors involved in the case, and then explore the advantages and disadvantages and adaptability of the marketing strategy adopted by the company.

The objective of this paper is to explore the marketing strategy of Nike products through case study, so as to provide insight into the research and practice in related fields. Through the analysis of actual cases, we can find the patterns, rules and success factors, and extract the experience and lessons for the Nike product industry marketing strategy has guiding significance.



## **2 Theoretical Basis**

### **2.1 Concept of marketing**

#### **2.1.1 Marketing**

Philip Kotler defines marketing as "meeting needs through the communication process." (Li 2020). Generally speaking, marketing refers to the process by which a company discovers or explores the needs of prospective consumers, allowing consumers to understand the product and then purchase it. Classic business management courses such as MBA and EMBA all use marketing as an important module for managing and educating managers. Marketing is an activity, process, and system that brings economic value to customers, customers, partners, and the entire society in the creation, communication, dissemination, and exchange of products. (Li 2021)

The marketing process is the process of bringing products to the market, that is, the process of conducting business activities and sales behaviors in response to the market at the same time, and that is, the process of realizing the transformation of business sales. The following steps are included: extensive market research; Market positioning and segmentation; Determine distribution, pricing, and promotion strategies; Develop communication strategies; Budget; And look forward to long-term market development goals. Many parts of the marketing process (such as product design, artistic director, brand management, advertising, inbound marketing, copywriting, etc.) involve the use of creative art. (Li 2020)

In the past, marketing practices were often viewed as creative industries, including advertising, distribution, and sales. However, due to the extensive use of social sciences, psychology, sociology, mathematics, economics, anthropology, and neuroscience in the academic research of marketing, this major is now widely recognized as a science. (Wu 2016)

### **2.1.2 Sports Marketing**

In countries with different political, economic, and cultural backgrounds, marketing should not be static. Even in the same country, marketing methods differ in the consumer goods industry, the B2B industry, and the service industry.

Sports Marketing is a marketing activity that uses sports activities as a carrier to promote its own products and brands, and is a means of marketing. Sports marketing includes two levels. One refers to marketing sports itself as a product. From a team and its athletes to an event or a sports meeting, they can be regarded as products in the sense of marketing, which can be called "sports industry marketing". The other refers to marketing phenomena such as the promotion of non sports products and brand communication using sports events as the carrier using the original quantity of marketing. For example, we saw all the activities and figures of sponsors in the World Cup, as well as the ingenious display of their products and brands. By sports marketing, we usually refer to the latter level. (Zhu 2022)

Through the definition of sports marketing, we can see the three meanings of sports marketing: First, the constituent elements of sports marketing are the "sports triangle". All marketing is based on the sponsors, sports events, and audiences. Without any one party, it cannot be called a successful sports marketing; Secondly, sports marketing is carried out around sponsorship, which can organically combine the event image with the brand image of the enterprise; The starting point of the transfer mechanism is sponsorship, which forms cognition, generates interest, attachment, and enhances cravings until customers purchase. At the end of the transfer process, the connotation of sports items is attached to the brand, and the strength of the transfer effect depends on the regulatory variables: the similarity between sports items and the sponsoring enterprise, the level of sponsorship, the frequency of sports items, and the complexity of the product. Thirdly, people who are enterprises should know that our brand is mainly made for customers, and we use it to win over and maintain customers. Sponsorship is the primary factor in developing sports marketing, but sponsorship alone is not enough. After establishing relationships with sports events or organizations, we not only need to create a brand from the perspective of marketing communication technology, but also manage the brand from the perspective of enterprise development. What is more important is whether we can create and manage brand value from a new brand perspective. In fact, brand building and management have become a

strategic management theme, and the ability to create brand value and maintain and increase its value has increasingly become the key to the success of enterprises. (Bai 2020)

## **2.2 Marketing Theory**

### **2.2.1 Porter's Five Forces Model**

The Five Forces Analysis Model was proposed by Michael Porter in the early 1980s (Grundy 2006) and has had a far-reaching global impact on corporate strategy formulation. Used for competitive strategy analysis, it can effectively analyze the competitive environment of customers. The five forces are: the bargaining power of the supplier (in contrast to the buyer, the supplier will try to increase the price, and the result will also affect your profitability), the bargaining power of the buyer (if the buyer has the bargaining power, they will definitely use it, which will reduce your profits, and the result is an impact on your profitability) The ability of potential competitors to enter (the entry of new competitors will inevitably disrupt the market balance, leading to competitive reactions from competitors, which inevitably requires the mobilization of new resources for competition, thereby reducing revenue), the ability to substitute alternatives (the existence of alternative products and services in the market means that the price of your products and services will be limited.) The current competitiveness of competitors in the industry (competition can lead to investment or price reductions in marketing, research, and development, which can also reduce your profits). The different combinations of the five forces ultimately affect the changes in the industry's profit potential. (Grundy 2006)

## The Five Forces That Shape Industry Competition

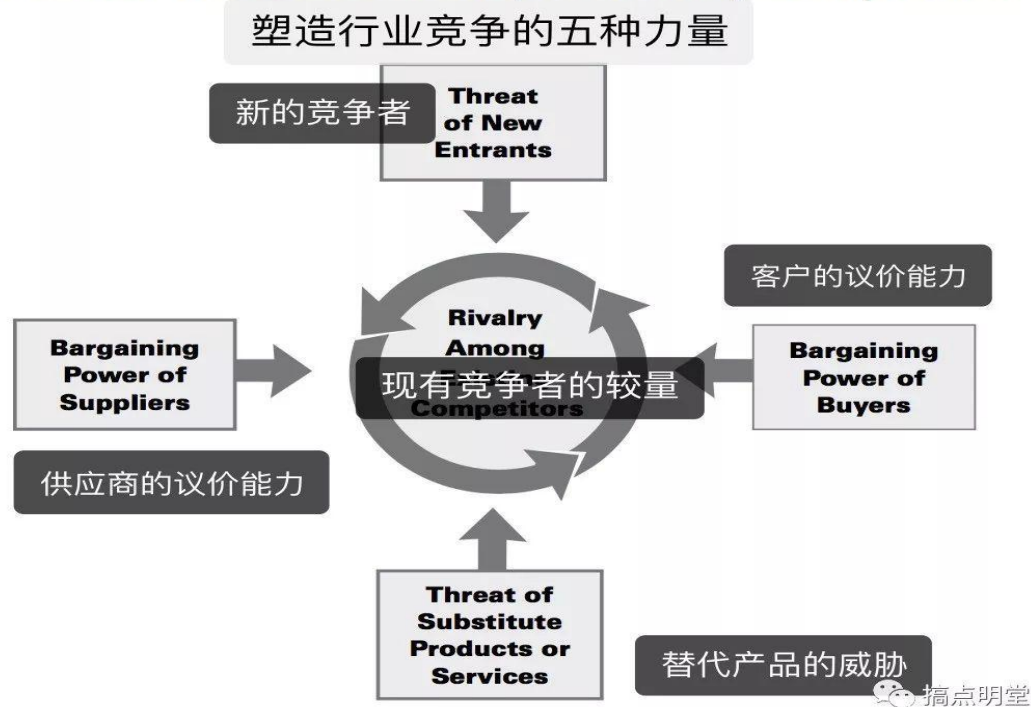


Figure 1: Porter Wuli Model Diagram (Source: Chromatography School 2020. website: [https://www.sohu.com/a/274923541\\_649687](https://www.sohu.com/a/274923541_649687))

### 2.2.2 PEST model

PEST is a macro environment analysis model for enterprises. The so-called PEST refers to P being politics, E being economy, S being society, and T being technology. These are the external environment of the enterprise and are generally not controlled by the enterprise. These factors are also known as "pest" PEST analysis, which requires the senior management of the enterprise to have relevant capabilities and literacy. (Carruthers 2009)

The political environment can have a significant impact on corporate regulation, consumption capacity, and other corporate related activities. The political system, system, guidelines, policies, laws and regulations of a country or region. These factors often restrict and affect the business behavior of enterprises, especially the long-term investment behavior of enterprises. The economic environment refers to the general situation of national economic development, international and domestic economic forms and trends, as well as the industrial and competitive environment faced by enterprises. Marketing personnel need to view a country's economy and trade from both short-term and long-term

perspectives, especially when conducting international marketing. The social environment is the general situation of the entire social development during a certain period. It mainly includes social ethics, cultural traditions, demographic trends, cultural education, social structure, etc. The impact of society and culture on enterprises varies from country to country. (Carruthers2009)

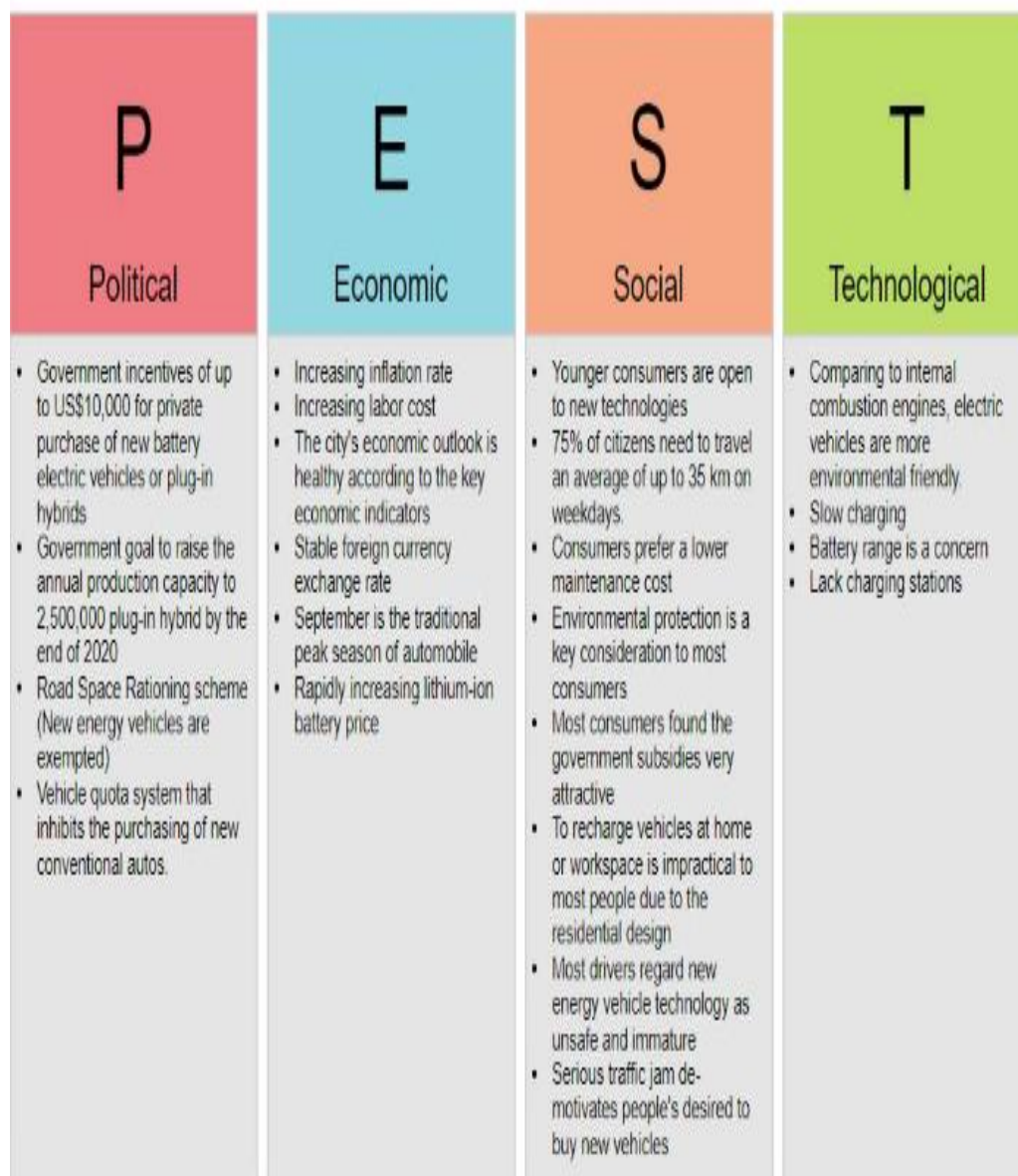


Figure 2: PEST Model Diagram (Source: Zhiyuan Education 2016.  
website:<http://www.baydue.com/news/98.html>)

### 2.2.3 4P Theory

The 4P marketing theory can be summarized as a combination of four basic strategies, namely, product, price, promotion, and place. Because the English prefix of these four words is P, coupled with strategy, they are abbreviated as "4P's". The Marketing Theory of 4Ps originated in the United States in the 1960s and emerged with the introduction of marketing mix theory. In 1953, Neil Borden coined the term "marketing mix" in his inaugural speech at the American Marketing Society, which means that market demand is more or less influenced by so-called "marketing variables" or "marketing elements".

#### 1. 4P marketing mix

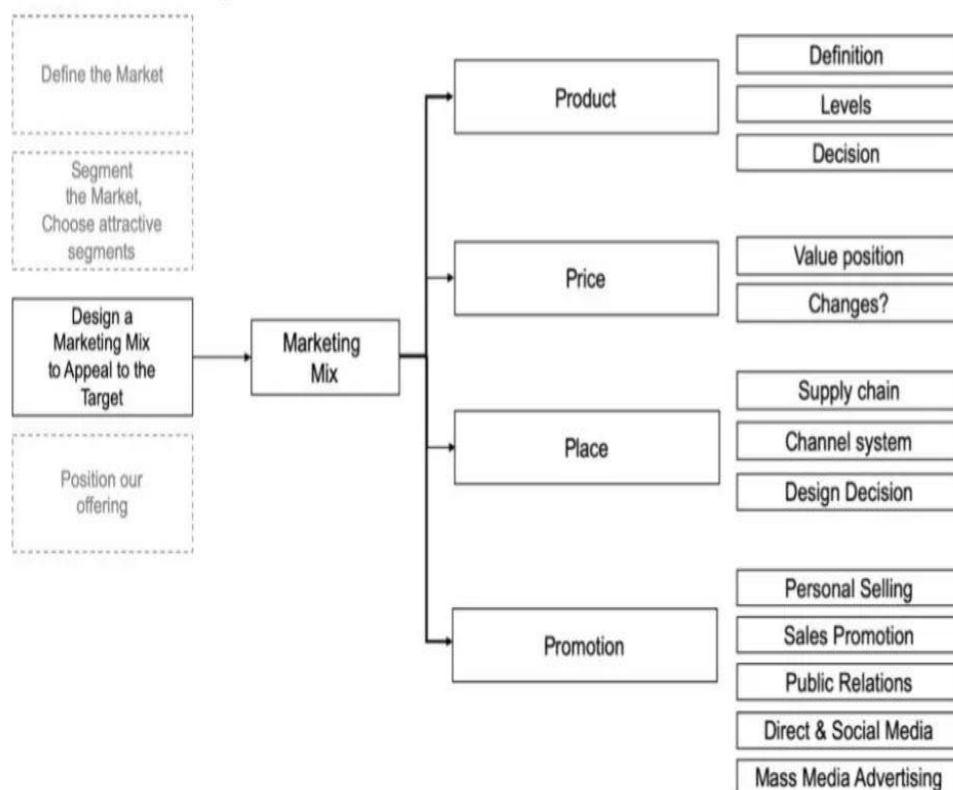


Figure 3: 4P theoretical diagram (Source:Unilever Club of Jiaotong University 2018.  
website:<https://www.sohu.com/a/3591355>)

### 2.2.4STP theory

The concept of Market Segmentation was first introduced by the American marketing scientist Wendell Smith in 1956, after which the American marketing scientist Philip Kotler

further developed and refined Wendell Smith's theory and eventually formed the mature STP theory - Segmentation, Targeting and Positioning. -Segmentation, Targeting and Positioning. It is the core of strategic marketing, which means that on the basis of a certain market segmentation, a company determines its target market and finally positions its products or services in a definite position in the target market. (Wedel 2000)

### **3 Literature review**

#### **3.1 Research on marketing theory**

Wu Haiyan (2016) proposed that marketing strategy is the overall planning and assumption of a company's marketing activities within a certain period of time, which has important guiding significance for the company's business activities. Research on marketing strategies can enable enterprises to organize various business activities more effectively and ultimately provide customers with satisfactory goods and services, which is of great significance for achieving enterprise marketing goals.

Zhu Tong (2022) proposed that sports marketing refers to the general term for marketing activities that carry sports activities and promote brands and products. In marketing, it can obtain economic benefits of sports and attention, assist in the appreciation of sports brands and products. Sports marketing has strong pertinence and communication, and relies on sports activities to connect products (services) with audiences, providing conditions for successfully completing marketing tasks. New media provides new conditions for sports marketing, builds a platform for offline and online integration of marketing activities, and highlights the characteristics of new media marketing such as low cost, wide audience, and strong interest, which is conducive to improving the probability of success of sports marketing (Bai 2020).

#### **3.2 Research on marketing strategies**

with the development of the sports industry, people's pursuit of sports events and activities is becoming higher and higher, which directly promotes the continuous development of sports marketing and provides an important foundation for the implementation of sports marketing (Li 2021) . In the continuous development of enterprises, the competitive environment they are facing is becoming more intense. It is necessary to attach importance to adopting scientific and reasonable marketing methods and strategies to do a good job in marketing and promotion, so as to obtain competitive advantages (Xu 2012) . The problems existing in sports marketing include: the correlation between products and marketing models is not strong; Not fully understanding sports marketing; Inaccurate marketing positioning; The marketing mechanism is not perfect. Strategies and methods for optimizing sports



marketing include: establishing correct marketing concepts; Comprehensively understand sports marketing; Achieve accurate marketing positioning; Improve the mechanism of sports marketing (Shao 2018).

in the process of continuous progress in China's sports industry, there have been certain problems in sports marketing strategies, and building a new sports marketing model is a major issue for today's enterprises (Nie 2015). The problems existing in the marketing strategy of China's sports industry include: ignoring the product connotation; Failure to closely integrate products and marketing models; Sports marketing projects cannot explain the product's role. The strategies for Chinese enterprises to implement sports marketing include: paying attention to product connotation; Establish a correct marketing concept; Close the relationship between sports culture and corporate brand image.

### **3.3 Nike's marketing strategy**

Nike's marketing tactic leverages the four Ps-product, price, promotion, and place. While these elements are fundamental in every marketing strategy, Nike understands how to gain an advantage. The brand uses a good combination of these components to lure more potential leads. The price, Nike products usually come at high prices. However, the brand knows to position its products by emphasizing the benefits so that customers will be satisfied, which is essential for them and skateboarding. Nike's women's shoe line includes yoga shoes. Meanwhile, the company's kids' classification is aimed at young athletes. Aside from delivering great shoes, Nike offers a variety of colours for its products since the firm believes that comfort and the physical appearance of the products can provide customers with happiness and pleasure. (Nguyen 2023)

### **3.4 Nike's marketing mix**

Nike's marketing mix (4Ps) defines the profitability and development of the athletic footwear, apparel, and equipment business. A brand's marketing mix refers to the strategies applied to operate the marketing plan, focusing on products, place, promotion, and price. Nike has a blended marketing mix for both athletic and leisure activities. For instance, the brand focuses primarily on professional athletes' shoes, while these products are also marketed for global customers based on Nike's mission and vision statements.

About the products factor, shoes are the most popular products of Nike, and the company tries to utilize these products for a wide variety of sports. For instance Nike basketball shoes are not only used by basketball players but also by volleyball players. Nike also has product lines for apparel, equipment, and accessories. The brand broadens its product mix to satisfy its target markets and segmentation based on specific market characteristics.

Next, regarding place elements, this variable optimizes Nike's market reach. Global consumers now easily access Nike products via Nike stores, online websites, and retail outlets. Moreover, Nike products are also easily witnessed in other retail stores. Nike retail outlets help the company have complete control of the retail sales process. On the other hand, Nike has limited control over the sales and distribution at other retail stores.

The promotion element involves Nike's tactics to communicate with its target market. Advertising is one of the significant contributors to Nike's promotional activities, which relies on the company's famous professional athletes, such as Cristiano Ronaldo and Rafael Nadal, and celebrities like Drake and Billie Eilish. In addition Nike promotes their products via college and high school sports organizations, which have many potential customers. Moreover, Nike periodically delivers discounts to attract customers and generate more sales.

Finally, Nike applies the value-based pricing strategy and premium pricing strategy in its business. In the value-based pricing strategy, Nike considers consumer perception of its product's value. Perceived value establishes the maximum pricing that consumers are willing to pay for the company's sports shoes, gear, and equipment in the context of the marketing mix. The premium pricing strategy, on the other hand, utilizes high prices based on a premium branding strategy that identifies Nike products as superior in quality and value to rival products. Nike successfully uses its pricing strategy to maximize profits while emphasizing the high value of its products and brand. (Nguyen 2023)

## 4 Nike Product Marketing Case Analysis

### 4.1 Company Development Overview

Nike (NIKE) is a sports brand in the United States. The company has two sub brands: Hurley and Converse. Nike is engaged in the design, development, and marketing of footwear, clothing, equipment, and accessories products worldwide. Nike sells sportswear, sports bags, and accessories, as well as clothing with college and professional sports team and league logos. The company also distributes a series of high-performance equipment under the brand name "Nike", including handbags, socks, sports balls, glasses, timers, electronic equipment, rackets, gloves, protective equipment, and other equipment designed for sports activities. In addition, Nike also provides production and sales licenses for Nike (NIKE) brand swimwear, bicycle wear, children's clothing, school supplies, electronic equipment, glasses, golf equipment, and belts. Nike's innovative air cushion technology has brought a revolution to the sports industry. Sports shoes made using this technology can effectively protect athletes' knees and reduce the impact on their knees when they land during strenuous exercise. (Childs 2018)







Figure 4-7: Nike Product Diagram (source: Wikipedia)

The Nike trademark symbolizes the feathers of the wings of the Greek goddess of victory, representing speed, as well as motion and softness (Greene 2012). The Nike trademark of Nike Corporation, with a small hook in its design, is simple and powerful in shape, as quick as lightning. At first glance, it reminds people of the speed and explosive power generated by using Nike sports goods. The first sneaker named after "Nike" features square bumps on the sole to enhance stability, and knife shaped hooks on both sides of the shoe, symbolizing the wings of the goddess.



Figure 8: Nike Brand Image(source:Wikipedia)

As a world-renowned manufacturer of sports goods, Nike enjoys a certain brand reputation and popularity worldwide. On June 8, 2016, Nike ranked 24th on the 2016 BrandZ Global Top 100 Most Valuable Brands List (Yeo 2020). In January 2020, Nike ranked 13th on the Fortune Global Most Admired Companies List for 2020(Yeo 2020). At the same time, Nike's overall economic strength has also shown a steady upward trend. According to relevant public information, Nike operates 1048 retail stores worldwide, with more than 300 stores in the United States and 300 direct stores in China. In 2022, Nike released its annual performance report, which showed that its revenue increased by 6% year-on-year to 46.7 billion US dollars on the basis of unchanged exchange rates; Net profit increased by 6% year-on-year to \$6 billion. Nike's success is inseparable from its excellent marketing strategy.

## **4.2 Marketing environment analysis**

### **4.2.1 Political environment**

With the introduction of relevant national policies, many news media and financial and stock markets continue to report good news about the sports industry. Related analyzes such as future development prospects and investment direction predictions of the sports industry are emerging one after another. On the one hand, this is huge good news for the industry, a huge cake in the eyes of investors, good news for sports industry practitioners, and a great opportunity for the development of the sports industry itself. On the other hand, it is the cold reality of the sports industry, most people lack sports in their lives, sports and fitness

activities in cities and economically developed areas are restricted, the development resources of the sports competition industry are mostly subject to the jurisdiction of macro departments, and there is little free space in the market. The market appeal of sports media needs to be strengthened, the operational efficiency of sports venues needs to be further improved, and the public's attention to sports events needs to be improved.

At present, in order to promote the development of the sports industry, relevant government policies have also issued certain policies, such as the cancellation of the approval of commercial and mass sports events, and the relaxation of restrictions on the broadcasting rights of events. These policies are institutionally conducive to the development of the sports industry, and in terms of the holding of sports events, they will also have a greater impetus for future private capital; The liberalization of the right to broadcast sports events, on the one hand, is conducive to breaking the current monopoly market of TV broadcasting such as CCTV-5, and on the other hand, it will also facilitate the entry of Internet TV. However, whether this move will stimulate local satellite TV to actually participate in the broadcasting of sports events and actively promote the operation of sports events still involves comprehensive considerations such as the creation of sports program content and audience ratings. However, there are more opportunities for private enterprises and the Internet to enter the sports industry.

In general, the development of China's sports industry has not hidden its shortcomings, but also contains a large number of market opportunities and consumption potential. For Nike, the sales volume in China from only 18 million US dollars in 1998 to as high as 15 billion RMB now . Nike has seized the market opportunity of rapid development of China's sports industry, defeating competitors Adidas, domestic brands such as Li Ning, Anta, and so on, Occupy the dominant position of sports product brands in the Chinese market at one stroke.

#### **4.2.2 Economic environment**

Since the reform and opening up in 1980, China's national economy has begun to develop by leaps and bounds, with the total economic volume continuously surpassing that of developed countries (regions) in the world. China's comprehensive national strength and international competitiveness have both changed from weak to strong, gradually realizing the transition from a low-income country to a middle-income country. China's economy has

maintained stable and rapid growth. From 1979 to 2013, China's GDP grew at an average annual rate of 9.8%, while the world economy grew at an average annual rate of only 2.8% from 2003 to 2013. The world's largest economy, the United States, has not seen its economic growth rate exceed 4% for 10 consecutive years, while Japan has maintained its economic growth rate at 2%. The long-term duration and growth rate of China's high-speed growth have exceeded the "four dragons" of Japan and Asia during the economic take-off period, creating a new miracle in the history of human economic development. The National Bureau of Statistics released the Statistical Bulletin of the National Economic and Social Development of the People's Republic of China for 2022, indicating that the annual gross domestic product (GDP) in 2022 was 121020.7 billion yuan, and the annual per capita GDP was 85698 yuan, an increase of 3.0% over the previous year. China's gross national income reached 119721.5 billion yuan, an increase of 2.8% over the previous year. The total labor productivity was 152977 yuan per person, an increase of 4.2% over the previous year. Throughout the year, the per capita disposable income of residents nationwide was 36883 yuan, a real increase of 2.9% after deducting price factors. (Meng 2023)

China's sports industry has ushered in the best golden era in history, and the scale of the future sports industry will reach several trillion levels. China's population is very large, and its purchasing power is also growing day by day. With the post 70s, post 80s, and post 90s becoming the main force of the consumer market, the high purchasing desire brought about by a lifestyle that likes sports and healthy leisure has laid a very solid foundation for China's sports industry. (Yang 2021)

#### **4.2.3 Technical environment**

Today, the Internet has become an indispensable technical support for the development of various industries. "After the 18th National Congress of the Communist Party of China, China's economy and society have entered a new stage. Against this background, China's sports industry has further strengthened its policy efforts and further explored the value of the sports industry." (Zhu 2022) From a structural perspective, sports goods occupy a significant proportion in the entire sports industry, so implementing network marketing of sports goods will greatly promote the development of the entire sports industry. To combine sports goods with the Internet, e-commerce is the best way.



According to in-depth analysis of China's sports industry by industry insiders, many problems have arisen in sports goods under the traditional marketing model, such as serious product homogeneity, lack of independent innovation, and long-term offline market competition leading to severe market saturation. Each production enterprise urgently needs to find new markets to maintain its own survival and development. Based on the understanding of delivery, the Chinese sports industry has begun to push sports products into the mobile internet market through e-commerce, enabling enterprises to gain greater online market space and avoid the harm caused by offline vicious competition. At the same time, the mobile internet provides a good platform for enterprises to quickly disseminate product information. With its powerful interactivity and huge sharing platform, e-commerce has unparalleled appeal to consumers. Therefore, e-commerce will play an increasingly important role in the marketing of sports goods industry. (Meng 2023)

### **4.3 Marketing Strategy Analysis**

#### **4.3.1 Product Strategy**

##### **4.3.1.1 Star product development strategy**

Nike's primary breakthrough in expanding the market is the youth market, where consumers have some common characteristics: love of sports, reverence for heroes, strong sense of star pursuit, desire to be valued, active thinking, rich imagination, and full of dreams. In response to this characteristic of young consumers, Nike has successively signed with some well-known and popular sports stars, such as Ronaldinho, Drogba, Ronaldinho, Torres, Fabregas, Ibrahimovic, Robinho, Aguerro, and so on. Many imaginative advertisements were filmed, such as the promotional film "Kick the Legend" for the 2010 World Cup in South Africa, which premiered on May 22 during the Champions League final. Nike manufactures hunger marketing and develops a new product, the Air Jordan, which has received great popularity. Currently, Nike sells about 50 limited edition AirJordan products each year, and the sales rate of these limited edition products has always maintained at 100%. Many Chinese consumers who love sneakers queue up all night and draw lots to buy these limited quantity products. (Xie 2019)

##### **4.3.1.2 Problem product development strategies**

Nike attaches great importance to the innovation of problematic products. For example, at the beginning, the price of basic running clothing was relatively expensive, and there was no significant difference from competitors' sweat wicking and breathable technology. Nike realized that it should reduce the number of styles available, but it needed to deepen the

ordering depth of core products. Compared to sports shoes, Nike has no obvious advantages over Adidas and Andromeda in sports clothing, especially running clothing. Nike did not add fashion elements to women's clothing design, resulting in products that were not favored by female customers. Nike quickly optimized the products based on the physical characteristics of Chinese women, incorporating elements such as Chinese unique cheongsam, ancient style, zither, chess, calligraphy, and painting, making the products trendy and fashionable, and inviting female celebrities to endorse them to optimize and solve the problem products one by one. (Li 2020)

#### **4.3.2 Channel Strategy (Place)**

At present, Nike's sales channels in China are mainly online sales and offline sales, and the two channels collaborate and interact with each other to promote the marketing of products. Online sales mainly rely on Tmall flagship store and Nike's official website, offline sales rely on the direct stores laid, Nike implements offline try on, online purchase and online order, offline pick up sales model provides great convenience for customers. (Xu 2012)

With the rapid development of e-commerce model and mobile internet brought by the Internet, Nike has strengthened this non-traditional retail channel by accelerating the layout of e-commerce business in the Chinese market. In particular, in the past two years, in order to mitigate the impact of the epidemic, Nike is strengthening its online sales business and using fitness applications and other methods to promote online sales. In 2020, Nike's online sales increased significantly by 82%, partially offsetting the decline in physical store sales. Nike originally planned to achieve network sales accounting for at least 30% of total revenue by 2023, but has already achieved this goal ahead of schedule. Nike CEO John Donahoe said that online sales are a new normalization, and current consumers have become accustomed to digital consumption, and they will not go back. (Xu 2012)

#### **4.3.3 Price Strategy**

##### **4.3.3.1 Reputation pricing method**

For the currently rapidly growing children's sports apparel, Nike takes advantage of the brand's advantages and adopts the reputation pricing method, completely without reference to the prices of competing brands. Especially on children's shoes, Nike's "Caterpillar Series" has been in short supply all year round, and some parents even buy the same style in seven colors for their children, with no duplication of colors from Monday to Sunday.

Cultivating a passion for loyalty to Nike products as a child is significant for enhancing Nike's sales potential in the future market. For example, Nike's Jordan series has no competitors in the market at all, and some of the styles worn by superstar Jordan during the skillful ball period have long used hunger marketing methods to attract consumers to buy. For these products, Nike can maintain a small price increase every two years, similar to the operation mode of luxury goods, allowing consumers to fully appreciate the value of the Jordan brand. (Li 2020)

#### **4.3.3.2 Mantissa pricing strategy**

Currently, for all Nike products, Nike adopts the pricing method of "9 ending" commonly used in the brand recommended retail price, but the calculation method is based on the principle of benefiting customers. For example, if the selling price of a product is calculated by multiplying the cost price by the mark-up factor and then it is 850, it will decrease to 849. Sending samples is equivalent to ceding a portion of the profit to the customer, giving them more discounts. (Xu 2012)

#### **4.3.3.3 Smart discount pricing strategy**

Currently, Nike's discount pricing methods mainly include quantity discounts, promotional discounts, and functional discounts. "Quantity discounts are discounts that vary to different degrees for customers who purchase two items W. For example, currently, for clothing out of season items, a% discount is given for two items, and a 9% discount is given for blue items. The delivery method is conducive to joint sales of the same category of goods, and it can also be a good way to clear the inventory of the same category of goods."; Promotional discounts are mainly aimed at products with poor sales or large inventory. For example, currently, clothing products are suffering from high inventory pressure and slow turnover, and many products have discounts, some as low as 20% off. Promotional discounts are Nike's most commonly used discount pricing method, which greatly promotes the sales of commercial products; Functional discounts are a privilege that only senior management at the dealer manager level can have. They provide greater discount support based on large-scale promotions and mall activities. (Li 2020)

#### **4.3.3.4 Skimming pricing strategy**

For some customer groups, there are special products, such as Nike super fans in the main target market, commonly known as SNEAKER. These customers have a high purchasing power, although price is not their first consideration. As long as it is a limited edition product, it can impress them and better enhance their brand loyalty. Therefore, for such consumers,

they usually sell high-end products at higher prices than the market price, ensuring the enthusiasm and attention of these opinion leaders' consumers for the Nike brand. (Xu 2012)

#### **4.3.4 Promotion Strategy**

##### **4.3.4.1 Use holiday promotions**

In China, consumers typically use holiday shopping, including weekends and holidays. Starting from New Year's Day, because winter (October December) has ended, but it happens that January and February are the coldest seasons in China, and all thick winter clothes are starting to be discounted and promoted. Nike should also take advantage of the shopping peaks before New Year's Day and the Spring Festival to encourage consumers to buy down jackets and cotton clothes, and try to sell winter clothes as much as possible. The annual Valentine's Day is a holiday for many couples to choose gifts from each other, and Nike should promote more products for couples. By March 8th, Women's Day, Nike should use the festival to hold 50% off on women's clothing in all stores, closing the gap with female consumers. The following May Day Labor Day, Dragon Boat Festival, and Mid-Autumn Festival, as reunion festivals, can focus on the concept of family shopping, promoting family sports, and family leisure products. National Day should be the longest holiday of the year except for the Spring Festival. Consumers should be encouraged to buy more sports products before the holiday, as many consumers choose to wear comfortable and lightweight sports and leisure clothing for export tourism. Halloween and Christmas are holidays for young consumers. Nike can use promotions to increase the viscosity and loyalty of young consumers. What cannot be ignored is that Nike should use the small flagship store channel to promote the festivals created by e-commerce such as Double 11 and June 18, which can solve the problem of slow moving inventory. (Shao 2018)

##### **4.3.4.2 Star marketing**

It is not new to see various stars wearing Nike brand clothes in various magazines and social occasions. The sports stars packaged by Nike have already brought enormous profits to them. Starting in 1984, Nike began packaging Jordan, a move that was undoubtedly very successful. When Jordan won the final dunk of the championship, Nike made this dunk of Jordan into an advertisement, and Nike became a market leader. They won the sales list after defeating three major sports goods companies such as Adidas Puma. Unlike the failed promotion case of Li Ning's "post 90s Li Ning" campaign, Nike currently does not have a slogan for the post 90s generation, but instead uses sports stars to visit China again and

again, making the post 90s generation a natural fan of Nike. After the retirement of Liu Xiang and Li Na, Nike is also in urgent need of finding new young Chinese athletes to maintain its sense of identity and belonging in the eyes of young Chinese consumers. Nike's unswerving pursuit of the sports star route instead of rigid market promotion will lay a good foundation for future market growth, especially as China is about to enter an aging society. The post 00s are not only the "God" of the future, but also the killer copper for Nike to crack down on competitors. (Shao 2018)

## **5 Analysis of problems in Nike's marketing strategy**

During my college years, I was fortunate enough to have a three-month sales internship at a Nike store. As a sales intern, my main responsibility is to assist the sales team in completing daily sales tasks and establishing positive interactive relationships with customers. Through this process, I gradually understood that the essence of sales is not only to sell products to customers, but also to provide customers with a satisfactory shopping experience in order to cultivate brand loyalty and increase sales.

On the job, I learned the importance of sales skills. I learned to recommend products that suit customers by listening to their needs and preferences, and how to leverage product features and benefits to attract customers' attention. In addition, I also learned how to handle customer complaints and problems, and how to transform their complaints into satisfactory solutions to enhance customer satisfaction and trust.

By participating in the sales internship, I not only gained an in-depth understanding of sales techniques, but also gained a clearer understanding of market research and analysis. I learned to observe market trends and customer needs, and provide strategic suggestions and decisions to the sales team through analysis of sales data and research on competitive brands. During this period, I was also involved in the planning and execution of several marketing campaigns. These activities not only bring more traffic and sales opportunities to the store, but also increase opportunities for interaction and communication with customers. Through these activities, I gained a deep understanding of the importance of branding and marketing, and learned how to communicate effectively with consumers of different backgrounds and needs.

My sales internship experience in a Nike store provided me with a valuable practical platform that allowed me to combine academic knowledge with practical work. This experience not only enhanced my sales skills and market analysis capabilities, but also developed my teamwork and communication skills. At the same time, some problems with Nike were also discovered.

Although Nike has performed well in terms of sales performance and its market share is far ahead of other major competitors, including Adidas and Li Ning and other brands, but in its development process, especially in terms of marketing strategy, there are still some shortcomings that need to be improved. If these problems can not be effectively solved, it will have a negative impact on Nike's stable performance and market position at home and abroad.

### **5.1.1 Product quality needs to be improved**

Nike China has neglected product quality in order to reduce costs (Li 2020) . Nike China is an asset light business model, with its main production and sales links basically outsourced. Nike China mainly focuses on research and development of technology. Due to rising costs in the production process, Nike China has reduced its materials in order to reduce costs. For example, in the basketball shoe series, the carbon plate sole support material with higher strength was replaced with TPU material with lower cost, resulting in a decrease in the torsional resistance of the sole, which cannot provide better protection for sports enthusiasts wearing this series of shoes, even due to intense sports, Sports injuries occur because sports equipment cannot provide stable and secure protection. Nike's products sold on the market are more or less defective in workmanship, including small problems such as glue spillage, scratches on the upper, and abnormal sound from the air cushion. "When customers come into the store to buy products, they may have the idea that they are fake. What's more, they say, 'Those with poor quality are genuine Nike products. If you have no problem with quality, you must have bought fake products.'" It has a great impact on the brand image Nike has established in the hearts of Chinese consumers over the past decade. (Shao 2018)

### **5.1.2 Narrow product coverage and slow update speed**

"NIKE has a wide range of sports products, but it does not cover a comprehensive range of sports fields, such as baseball, table tennis, billiards, and other fields. As a sports brand, there are many sports products that have not yet been covered, and it is not possible to provide brand products for other sports consumers. With the development of the times,", Fashion items have also become an essential part of young people's outfits, and NIKE has a relatively shallow foothold in the field of fashion. In the update of Nike's sports series, different series and different levels of products will be continuously introduced, such as KOBE 1 and 23 generation sneakers, running barefoot 1.0, 2.0, 3.0, and other series. NIKE

will continuously update and improve different series of sneakers, inventing new generations that are more in line with consumer preferences and new technologies. However, NIKE's overall update speed is relatively slow. The next generation of sneakers will only be updated once a year or even two years, which reduces consumers' desire to buy. (Xu 2012)

## **5.2 Promotion**

### **5.2.1 Uneven sales management level**

The operation and management capabilities of agents vary, and the management of stores varies, resulting in different shopping experiences for customers. In China, most sales activities are carried out by agents. Due to the fact that agents do not attach special importance to employee training, in some agents' physical stores, salespeople do not have a special understanding of product knowledge and cannot recommend suitable sports products to consumers, which runs counter to Nike China's emphasis on the service philosophy of athletes serving athletes. Without recommending suitable products to consumers, consumers cannot feel the complete product power of Nike, and cannot identify with Nike's products, thereby failing to improve consumers' brand loyalty to Nike. (Xu 2012)

### **5.2.2 Overdependence on star benefits**

Nike's main breakthrough in expanding the market is the youth market. In response to this characteristic of young consumers, Nike Sports "Star Attack" has successively signed contracts with some well-known and popular sports stars. Inviting a sports star to endorse can be said to have unlimited potential, but when the sports star encounters negative news on its own, the brand will be directly affected, and its brand concept and brand value will be questioned by the public, causing negative effects. Enterprises can rely on the influence of multiple stars to rapidly grow, and once individual spokespersons encounter problems, others can continue to act as brand image representatives to spread risks, but it can also lead to a lack of concentration and clarity in the brand image. For example, several stars who previously spoke for Nike, Kobe Bryant faced rape charges in 2003, Woods had a sexual scandal in 2009, and Pistorius, the "Blade Warrior," shot his girlfriend this year, all had varying degrees of impact on Nike. (Shao 2018)



### **5.3 Price**

#### **5.3.1 Relative standardization of pricing**

The standardized pricing method is a standardized method used by enterprises to determine the unified factory price of products to be sold in any market. Although the price of the product at the time of delivery is uniform, for the ultimate Nike consumer, the price of the product varies greatly between different regions. Because consumers must directly or indirectly pay transportation costs and import taxes, pricing should be relatively standardized. (Xu 2012)

#### **5.3.2 Product pricing is expensive**

Compared to other sports brands, the overall pricing of NIKE is relatively high. Compared to other sports brands, the pricing of different products in different series is relatively high compared to the same series of products in other sports brands. Moreover, many other sports brands are now on a par with NIKE in design and technology, which has caused a great impact on NIKE and continuously divided up the consumer population of NIKE. Brands such as Li Ning, Adidas, Anta, and other brands have brought great threats and competition to NIKE. (Shao 2018)

### **5.4 Channels**

#### **5.4.1 Incomplete establishment of distribution system**

In recent years, China's logistics distribution has developed rapidly, but there are still many problems. These problems are closely related to the imperfect distribution system of enterprises, and also restrict the development of the logistics distribution system. China's logistics infrastructure is relatively backward, and the overall function of logistics distribution is low. "The huge volume of shipments made by NIKE every day will inevitably lead to problems such as insufficient labor, low efficiency, and slow delivery, which will lead to some unsatisfactory consumer experiences. In addition, due to the large population and wide geographical area of our country, the delivery speed and efficiency are relatively low, and the transportation protection for goods and products is also relatively poor. For example, bruises on NIKE shoe boxes, and indentation and creases on clothing are difficult to avoid, so NIKE needs to establish a unified distribution system.", Establish a complete distribution system to satisfy and reassure consumers. (Li 2020)

#### **5.4.2 The store threshold is too high, which is not conducive to expanding channels**

"The establishment of NIKE stores is generally in the core commercial areas, with generally high rents and specified requirements for interior decoration, which brings a lot of economic pressure to retailers and distributors. NIKE also has clear regulations on sales methods and management methods, which brings intangible pressure to stores in different cities and markets, as each city has different consumption concepts and consumption capabilities."

"NIKE also has a high threshold for joining or acting as an agent, such as the amount of funds that must be available and the amount of purchase demand. This makes the threshold for joining or acting as an agent for NIKE too high, which is not conducive to expanding channels for distribution and sales.". (Li 2020)

## **6 Feasibility Suggestions for Nike's Marketing Strategy**

### **6.1 Products**

#### **6.1.1 Overall improvement of product quality**

Improve product quality to meet consumer needs. The continuous increase in manufacturing costs in recent years has had a certain impact on the profitability of Nike China. However, due to exchange rate fluctuations and the growth of direct consumer business, the average selling price of Nike products has increased. These two positive factors have led to Nike China's revenue reaching \$6.2 billion in fiscal 2019, a year-on-year increase of 24%. Nike China still maintains a good profit status, but it blindly reduces costs. To maintain a company's profitability is a self-destructive approach. The good reputation accumulated through decades is also the key for Nike China to become a leader. I believe that Nike China should strengthen quality control to recover the reputation that Nike China has lost. Product design should return to the original intention of protecting the physical health of athletes and restoring consumers' trust in Nike China products.

#### **6.1.2 Expand product coverage and further develop new products**

First of all, market research is essential to optimize the new generation of sports product series through consumer and market after-sales feedback, as well as the collection and recording of suggestions for consumers, so as to achieve a product that is closest to consumers' purchasing psychology. This will greatly increase sales in the sales market, and will attract more consumers to join this consumer group. In order to further develop and improve products, it is necessary to increase the amount of investment in research and development, and the resulting problem is the cost investment of research and development personnel, new technology, and fashion design. NIKE needs to continuously develop different sports products to fit consumers in different markets, which will greatly promote good sales feedback for different products in different markets, and will also increase the competitiveness of NIKE products in various markets.

In the context of the diversified development of sports, various sports are constantly emerging. NIKE now has 9 product lines, including running, basketball, JORDAN, football, tennis, men's training, women's training, sports life, and children (Nie 2015) . Each product line has corresponding shoes, clothing, and equipment. However, in other sports, there are

relatively few innovative sports brands, so NIKE needs to conduct market research and develop sports products that are relatively competitive with other sports, even sports e-sports in emerging sports industries. Because there are also a large number of consumers and consumer markets in these sports fields, NIKE, as a global sports brand, must involve various sports, in order to better adapt to consumers in various countries and better meet the needs of well-known sports markets, This will greatly increase the brand's influence and coverage, so it is necessary to develop the sports goods sector and continuously expand its consumer market.

## **6.2 Promotion**

### **6.2.1 Strengthen sales supervision and improve management level**

Nike China needs to strengthen the supervision of agent physical stores. Currently, Nike China only conducts MSP (Mystery Customer) assessments for some physical stores (Nie 2015) , which makes some stores that do not conduct assessments pay little attention to customer service. Nike China conducts an MSP (Mystery Customer) assessment on all stores to ensure that employees on duty receive good and effective sales training and product knowledge, so as to better serve customers. Set up a corresponding reward and punishment mechanism based on the average MSP score for each quarter, so that agents truly attach importance to the service in the sales process. "To enable salespeople to serve customers professionally, even if there is no transaction, good service can leave a profound impact on consumers. If similar products are needed, the first thing that comes to mind is the services of Nike China's products and agents, achieving a win-win situation for Nike China and its agents."

### **6.2.2 Reducing dependence on star marketing**

Marketing is the act of achieving desired results within a limited budget. So how to do it depends on the means, costs, users, and other dimensions. Nike's sports star marketing is similar to Coca Cola's entertainment star marketing. Pepsi Cola has done similar things (Nie 2015) . The most important thing here is "excessive dependence". What we can already confirm is that star marketing is a marketing strategy in these companies, which is a supporting behavior to assist in positioning product user groups. So this excess cannot be based on subjective evaluation. How to choose stars, which type to choose, the proportion of such stars covered by the target group, and the events that stars themselves can do will all be considered for marketing. After selecting a star, how can you make the fan community

aware of the brand+star bundle, and how to operate it to make the star community have sufficient influence on the fan community, thereby effectively promoting the brand's revenue in this target group, whether it be sales or brand awareness. It is necessary to reach a "threshold" of sufficient behavior to allow the audience to generate a clear understanding. So this is "excessive dependence". The strategy decides to use star marketing, the means decides to collaborate with stars to do fan marketing, and the audience's psychological cognition decides to do a lot of behaviors to make consumers aware and accept. There has never been too much to say here. The problem with celebrities is another topic that has nothing to do with excessive dependence. How to choose a star that matches the brand image and how to minimize the impact of the brand after a star accident.

### **6.3 Price**

#### **6.3.1 Reducing product prices**

NIKE's relatively standardised pricing. Such as uniform pricing 599, 699 such prices will - some consumers turned away, pricing compared to other sports brands on the high side, with the rise of domestic sports brands in the Chinese market, which brings a lot of competitive pressure on NIKE, so NIKE should be set to reduce the total price of the product, to the low consumption of people open certain products, to compete with other sports brands market, but the main focus is still The market positioning of the high consumption crowd. (Nie 2015)

#### **6.3.2 Develop products with equal consumption levels based on the market**

There are differences in consumption levels, consumer markets and consumer psychology among countries and cities around the world. In order to meet the needs of consumers in different regions, NIKE needs to launch and develop corresponding sports products according to each specific consumer market. In China, for example, in third - and fourth-tier cities, NIKE can sell sports products that are more affordable; In first-tier cities, NIKE can launch limited-edition sports products with higher prices. Through the development of different consumer markets, NIKE can more accurately meet the needs of different consumer groups, because consumers have different preferences and purchasing power in different markets.

The implementation of this market positioning strategy can bring multiple benefits. First, by offering low-cost sports products, NIKE can attract low-income consumers and those who are less loyal to the brand. This helps to expand NIKE's market share in the majority of third - and fourth-tier cities, improve brand recognition, and increase sales. Secondly, the launch of limited-edition sports products with higher prices in first-tier cities can satisfy the needs of consumers who have a pursuit of uniqueness and taste. This can not only improve the high-end image of the NIKE brand, but also stimulate consumers' desire to buy and increase the added value of products.

## **6.4 Channels**

### **6.4.1 Establish a good distribution system and establish a distribution system**

Channel building plays a particularly important role in the field of operations and sales. Establishing a stable and reasonable distribution system can significantly improve distribution efficiency. From delivery to packaging to shipping, this distribution system involves the distribution of goods. For this system, NIKE needs to constantly optimize to improve the efficiency of all aspects, and constantly improve the operation of the distribution system.

The establishment of an effective distribution system can also provide consumers with a very satisfactory shopping experience, whether it is online or offline sales channels. NIKE needs continuous improvement and training to build a good distribution system. By establishing a stable channel system, NIKE can ensure the accessibility and timeliness of products to meet the needs of consumers. In addition, a good distribution system can also provide convenient shopping methods and professional after-sales service to enhance consumer loyalty to the NIKE brand.

For the construction and management of distribution channels, NIKE can adopt a variety of strategies. First, NIKE can establish long-term relationships with reliable distributors and retailers to develop and grow together. Second, NIKE can invest in technology and information systems to improve the visibility and coordination of its distribution network. In addition, NIKE can also use data analysis and market forecasting to optimize inventory

management and logistics operations to ensure that products can be quickly delivered to consumers.

#### **6.4.2 Establishing thresholds and improving distribution retail channels**

There is indeed a higher threshold to join or represent NIKE stores. In order to attract more franchisees or distributors to join the NIKE marketing team and promote the continuous expansion of NIKE's marketing network, NIKE can consider lowering the threshold to gain a competitive advantage in different cities. In this way, consumers in different areas of the city will be able to enjoy convenient offline and online shopping experiences, while also facilitating the transfer of goods between stores. In this way, NIKE's distribution channels will be improved, bringing greater profits to franchisees and companies.

In order to lower the threshold of joining or acting for NIKE stores, Nike can take the following methods:

( 1 ) Develop flexible franchise policies: NIKE can adjust franchise policies, including capital investment, inventory requirements and operational support, to meet the needs of franchisees of different sizes and geographies. The flexible policy will allow more operators to participate, thereby expanding NIKE's marketing network.

(2) Provide professional training and support: NIKE can provide professional training and support for franchisees, including product knowledge, sales skills and marketing. By providing training and support, NIKE is able to help franchisees run their stores better and increase sales.

(3) Transparent information sharing: NIKE can establish transparent information sharing mechanisms to share market data, consumer insights and best practices with franchisees. In this way, franchisees will be able to better understand market needs and develop more effective business strategies.

(4) Build a brand image: NIKE can enhance its awareness and reputation in the market through effective branding and marketing activities. A strong brand image will attract more franchisee attention and increase their confidence.

## 7 Conclusions

In this paper, Nike China's marketing work as the research object, the use of business data and report analysis methods, Nike China's current operating conditions are elaborated. Through the in-depth analysis of Nike's external environment and internal environment, the purpose is to compare and evaluate the benefits of various market segments on Nike, and determine the target market and market positioning for Nike.

In the analysis, Nike's existing product, price, promotion and service marketing strategies are comprehensively summarized, and improvement measures and suggestions are put forward. Finally, effective and reasonable marketing strategies will be put forward to improve Nike's profitability and competitiveness.

Quantitative and qualitative analysis is carried out based on commercial data and reports to ensure the objectivity and reliability of the findings. By integrating market research data, competitor analysis and consumer insights, Nike China's market environment is assessed, including the impact of consumer trends, competitive landscape and laws and regulations on Nike. The internal environment analysis will focus on Nike's core competitiveness, brand value and organizational structure. By analyzing Nike's core products and innovation capabilities, it identifies its competitive advantages in different market segments and puts forward improvement strategies to increase market share. Based on a comprehensive external and internal environment analysis, determine the target market and market positioning suitable for Nike. Through in-depth insight into the needs and trends of the target market, we develop targeted product development, pricing and promotion strategies to meet consumer needs and gain competitive advantage.

Finally, this paper puts forward specific measures and suggestions to improve Nike's existing product, price, promotion and service marketing strategy, in order to improve Nike's profitability and competitiveness. These measures may include increasing product lines, improving pricing strategies, optimizing promotions, and enhancing customer service experiences. At the same time, emphasis is placed on implementing effective marketing



strategies such as brand communication, social media marketing and data-driven decision-making to ensure Nike's success in a highly competitive market.

### **7.1 Advice on brand communication**

As a world-renowned brand, Nike has achieved many successes in brand communication. However, in order to further enhance the brand's influence and market share, it is necessary to better communicate the brand image and values, establish deep connections with consumers, and further consolidate its leadership position in the global market.

(1) Integrated Marketing Communications: Utilize a variety of marketing communications tools to convey a consistent brand message and image to enhance brand impact and sales. Nike should consider promoting its brand image and products through integrated marketing communications and seamlessly integrate messages from different media and platforms to create a more effective brand promotion strategy.

( 2 ) Brand awareness measurement and evaluation: Establishing a measurement standard and evaluation system for brand awareness is an important means of measuring the effectiveness of brand communication. Nike can use various mainstream statistical analysis methods and quantitative research methods, such as big data analysis, brand generosity analysis, questionnaire surveys, etc., to monitor and evaluate the status and trends of its brand awareness.

(3) Brand innovation and interactivity: Customization, personalization and interactivity are very important development trends in the current consumer market. Nike can achieve brand differentiation and innovation by increasing products, services and brand interactive experiences. For example, set up interactive screens in retail stores that allow customers to design their own shoes.

( 4 ) Research on consumer psychological characteristics: Understanding consumers' psychological characteristics, purchasing habits and behavioral trajectories can help brand communications more accurately locate target audiences and develop more targeted marketing strategies. Nike can collect, analyze and apply this key information through in-depth interviews, questionnaires, data mining and other methods.

## **7.2 Advice on social media marketing**

Social media has become an indispensable part of brand marketing. For brands like Nike, they must pay more attention to the formulation of marketing strategies in this area.

(1) Define clear social media goals: Before developing a social media marketing strategy, you first need to define specific goals. For example, increase brand awareness, increase product sales, establish closer interactive relationships with users, etc. Having clear goals helps you set metrics for your social media campaigns and measure their effectiveness.

(2) Deep understanding of your target audience: For social media marketing, it is crucial to understand your target audience's preferences, interests, and behavioral habits. By observing your audience's interactive behavior, leveraging data analysis tools, and more, you can gain key insights to better target your audience and develop marketing campaigns that target their needs.

(3) Create engaging content: Social media users are more interested in high-quality, interesting content. Therefore, Nike should strive to create original, creative, and storytelling content to attract users' attention and encourage sharing. Content can include brand stories, product usage guides, sports and health advice, etc.

(4) Build brand reputation and trust: Social media is an important platform for users to express their opinions and emotions. Nike should actively participate in conversations on social media, respond to user comments and questions, and demonstrate sincerity and care. Build brand reputation and trust by establishing positive interactions with users, thereby promoting brand loyalty and word-of-mouth.

(5) Multi-platform integrated marketing: There are various social media platforms, and the user characteristics and functions of each platform are also different. Nike can choose appropriate social media platforms based on the characteristics of the target audience and ensure consistent brand image and information dissemination on different platforms. At the same time, you should consider integrating social media with other marketing channels to achieve brand consistency across platforms.

(6) Data analysis and performance evaluation: Data generated through social media campaigns can provide valuable insights and feedback. Various data analysis tools should be used to monitor the effectiveness of social media activities and adjust strategies in a

timely manner. Conduct regular performance reviews to optimize social media marketing campaigns and provide data to support future decisions.

### **7.3 Advice on data-driven decisions**

Data-driven decision-making can help Nike better understand the market, users and competitive environment, and formulate strategies and decisions based on data, thereby helping Nike achieve better business results.

(1) Determine key indicators: Before conducting data analysis, you first need to clarify key indicators and goals. For example, sales, market share, user satisfaction, etc. By clarifying metrics, you can align the decision-making process with specific goals and ensure that the data collected helps evaluate business performance.

(2) Collect and organize data: In order to make data-driven decisions, relevant data needs to be collected and organized. This may involve internal data (such as sales data, user behavior data) and external data (such as market research data, competitor data). Ensure the quality, accuracy and completeness of data and store it in a database that can be accessed and analyzed.

(3) Use data analysis tools: Choose appropriate data analysis tools, such as statistical software, data mining tools, machine learning algorithms, etc., to mine valuable information in the data. By applying appropriate analytical techniques, underlying trends, correlations and insights can be identified and supported in decision-making.

(4) Communication and implementation of data-driven decisions: After making data-driven decisions, promptly communicate the decision results to relevant team members and stakeholders. Ensure that the rationale and basis for decisions are clear and accompanied by an effective execution plan. At the same time, establish an effective tracking and monitoring mechanism to evaluate the effectiveness of decision-making and make timely adjustments and optimizations.

## **8 Evaluation and gratitude**

### **8.1 Evaluation**

#### **8.1.1 Preliminary preparations**

First of all, in order to conduct effective research on the paper, I systematically read the academic literature review related to marketing strategy and sorted it out in order to better understand the research results of different fields and scholars on this topic. In the literature review, I focused on and extracted relevant information with empirical research methods, theoretical frameworks and practice cases, so as to apply them in the subsequent paper writing.

Secondly, I make full use of the Internet resources, Nike products and their development overview conducted a broad and in-depth investigation. By browsing the official website, reading industry reports, analyzing market data and consumer feedback, I gained an in-depth understanding of Nike's product range, brand positioning, competitive advantages and market trends. This enables me to accurately grasp Nike's marketing strategy, and in the paper to explore its impact and effect in the market.

Finally, I had a long discussion with my supervisor to discuss and determine the outline of the thesis. We had an in-depth exchange and reflection on the purpose, method, structure and focus of the research. Through the guidance and advice of my tutor, I further improved and optimized the content and structure of the paper, ensuring the academic rigor and logical coherence of the paper.

#### **8.1.2 Difficulties and Solutions**

In the process of researching the paper, I faced several difficulties and challenges. Specifically, I found that my data collection channels were relatively limited, and I did not have access to broad and comprehensive data support. In addition, there are certain deficiencies in case analysis, which makes me lack the support of actual cases to verify and demonstrate my views.

In addition, I found the content of the paper ambiguous in some aspects and did not clearly express my research purpose and questions. At the same time, there are some grammatical errors and the lack of logic in the language organization, which affect the fluency and readability of the article.

In view of these problems, I paid my own efforts, and got the guidance and help of my mentor, and finally solved these difficulties. First, I broadened the channels of data collection, including online and offline sources, to get more comprehensive and reliable data support. Secondly, I added case analysis in the paper to enhance the credibility and practicability of the research through the demonstration of actual cases. Also, I carefully checked the paper for grammatical errors and made repeated corrections and polishing to ensure the accuracy and professionalism of the article. At the same time, I have repeatedly refined and modified the text to enhance the coherence and clarity of the logical structure.

Through these efforts, I successfully overcome the difficulties encountered in the process of writing the paper and was able to carry on the research. These measures not only make my paper more accurate and convincing, but also improve the readability.

### **8.1.3 Disadvantages and improvement suggestions**

This study mainly uses Nike company as a case, focusing on product, price, channel and promotion of four aspects of marketing strategy and carried out in-depth research. Through the use of 4P marketing theory, we carried out a systematic analysis of Nike's marketing strategy, and put forward relevant suggestions, aimed at promoting the development of enterprises and the entire industry. It is worth noting that the limitation of this study is the lack of detailed comparative research and in-depth analysis with other competitors, which leads to the inability to directly reveal Nike's marketing strengths and weaknesses. In order to overcome this limitation, future research should strengthen the in-depth investigation and analysis of Nike's competitors.

In the future research, we should further expand the data sources, collect more information about competitors, and comprehensively evaluate Nike's position and competitive

advantage in the market through comparative analysis. This will help us better understand Nike's relative advantages in products, prices, channels and promotions, and provide them with more targeted marketing recommendations. In addition, other marketing theories and models can also be explored to enrich and expand the perspective of this research, so as to enhance the practicability of the research.

## **8.2 Thanks**

The conclusion of this academic study means that I will end my university career and start a new life journey. In the college campus, I not only broaden my knowledge horizon, enrich my professional knowledge, but also improve my learning ability. At the same time, I also established a deep friendship with many excellent mentors and close friends. These extraordinary experiences will become valuable assets in my life journey.

Here, I would like to express my sincere gratitude to my mentors for their careful guidance and teachings, which have benefited me a lot. Their rigorous teaching spirit deeply influenced and inspired me. After graduation, I will demand myself with a more strict attitude, live up to my youth, and strive to realize my life value.

This is the end of the study. Through this graduation project, I not only completed an academic project, but more importantly, I got a comprehensive growth and exercise during the university. I believe that this valuable experience will be the support and motivation for my future road. I will use this knowledge and experience to enter a new stage of life and meet more challenges and opportunities. With gratitude and determination, move forward into the future!

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