

Anta Sports Products Purchase Decision and Influencing Factors Analysis

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Abstract: This study provides an in-depth analysis of consumer purchase decisions and influencing factors for Anta sports products, a leading Chinese sportswear brand. The research aims to offer strategic insights for Anta and other sports brands in their marketing, product promotion, and brand development. Utilizing Porter's Five Forces Model, the study examines the competitive landscape of China's sports goods market, highlighting the challenges and opportunities faced by Anta, particularly in the context of market competition and industry trends. The analysis includes a SWOT examination of Anta, identifying strengths such as diversified brand advantages and strong main business and asset flow, while also addressing weaknesses like investment risks and inventory price decline risks. The study further explores consumer behavior, focusing on psychological factors such as motivation and personality, and how these influence purchasing decisions. External environmental factors, notably age, are also considered in relation to consumer attitudes and preferences. The research concludes with strategic recommendations for Anta, emphasizing the need for a differentiated product system, experiential and interactive marketing, and optimized online and offline marketing channels to enhance market presence and operational efficiency.

Keywords: Anta Sports, Consumer Behavior, Market Strategy, Competitive Landscape.

1. Introduction

As the world emerges from the pandemic, there is a growing emphasis on health and physical fitness, leading to a surge in national sports activities in China and a booming demand for sports goods. The industry is also witnessing a significant transformation, with advancements in technology and an upgraded industrial structure that are unlocking new potentials and expanding horizons [1,2]. Against this backdrop, Anta, a prominent Chinese sportswear brand, stands out with its market-dominating products. With the upcoming sponsorship of the Beijing Winter Olympics in 2022, Anta is set to amplify its brand visibility and influence. To sustain this competitive edge, it is imperative for Anta to keenly address consumer needs, innovate by developing products that resonate with the public, and craft strategic marketing campaigns that align with the evolving market dynamics [3].

This study is designed to delve into the intricacies of consumer decision-making when it comes to purchasing Anta sports goods, thereby offering strategic insights for Anta and other sports brands in their marketing, product promotion, and brand development endeavors. The research objectives are multifaceted: to comprehend the full spectrum of the consumer purchase decision-making process, from demand identification to post-purchase behavior; to dissect the myriad factors that sway these

decisions, encompassing personal attributes, product specifics, pricing, and shopping experiences; to evaluate the sway of Anta's brand image and market standing on consumer choices, and to scrutinize the brand's strengths and weaknesses in its branding and marketing endeavors, with a view to suggesting enhancements. Additionally, the study aims to examine the impact of market competition and industry trends on consumer purchasing patterns, providing a lens through which to assess the challenges and opportunities for Anta and to devise agile strategic responses. Finally, the research will culminate in the formulation of targeted marketing strategies and brand-building recommendations, grounded in the empirical findings, to bolster Anta's competitive edge and market standing. The significance of this study is underscored by the burgeoning sports fan base in China and the heightened demand for sports goods, which has intensified competition among both domestic and international sports brands. By focusing on Anta, this analysis aims to aid the brand in identifying and rectifying gaps in its marketing approach, thereby enriching the broader marketing discourse and offering a blueprint for other sports goods enterprises in China.

2. Market overview: Market Overview: Porter's Five Forces Analysis

In the competitive landscape of China's sports goods market, a strategic analysis through Porter's Five Forces Model reveals a tiered structure of competition. The market is segmented into three distinct levels: Tier 1, led by global leaders like Nike and Adidas, focuses on the high-end segment with premium products [4]. Tier 2, featuring prominent national brands such as Anta and Li Ning, targets the middle market with a blend of quality and affordability [5]. Finally, Tier 3 encompasses a variety of niche brands that cater to the budget-conscious consumers in the low-end market [6].

Anta, a key player in Tier 2, is strategically positioned to make a move into the high-end market. This ambition is met with challenges, particularly from potential new entrants who could disrupt the market with competitive pricing and innovative marketing strategies [7]. The company must also manage the bargaining power of suppliers and the threat of substitutes, such as digital fitness alternatives, which are gaining popularity among consumers [8].

The middle market, where Anta operates, is characterized by intense rivalry. Brands like Li Ning and Double Star are increasing their market share and brand recognition, making it crucial for Anta to differentiate itself through innovative products, effective marketing, and a compelling brand story. The bargaining power of buyers in this segment is significant, with consumers expecting value, quality, and a strong brand reputation [9,10].

In essence, Anta's market strategy must be dynamic and responsive to the evolving consumer demands and competitive pressures. By understanding and effectively leveraging its strengths, Anta can navigate the complexities of the sports goods market and achieve its goal of expanding into the high-end segment while solidifying its presence in the middle market [11,12]. Furthermore, this paper conducts a SWOT analysis of Anta, as detailed in Table 1.

Tabel 1: SWOT matrix

	superiority (S) 1. Diversified brand advantages 2. Good main business and asset flow Strong sex 3. Anta's core brand " star generation Yan + CCTV advertising " marketing model has achieved remarkable success	inferior strength or position (W) 1. The risk of investment and acquisition 2. Risk of inventory price decline 3. The group's slogan lacks clear product personality and company personality 4. Internal value chain inventory management is poor
chance (O) 1. The sports industry is supported by policies Hold the strength is bigger 2. Rising market demand for sporting goods market 3. Multi-scene transformation of sports clothing	S-O (take advantage and seize the opportunity) 1. Enrich the cooperation with sports events and borrow from them This increases brand awareness, expands brand influence 2. Get consumers through multiple brands Full market coverage, to meet the needs of all consumers for sportswear in multiple scenarios 3. Strengthen productivity and seize the market share Well, to meet the market expansion demand	W-O (seize opportunity to overcome disadvantages) 1. Improve the group's publicity slogan Brand characteristics 2. With the help of rapid market growth Period, expand the channels, increase the end End stores, accelerate inventory consumption 3. With the help of the double Olympic opportunities, there will be a new harvest The brand purchased rapidly cultivates and develops to reduce the risk
threaten (T) 1. Fierce competition in the industry 2. Price factors have a great influence, and customers are susceptible to product price-sensitive factors	S-T (advantage to resolve threats) 1. Through diversified brand combination, cover Build the whole market and avoid the single market The fierce competition 2. Upgrade the store image and expand the channel Tao, break through the channel barriers 3. Improve the cost performance of products and stabilize the main brand of Anta in mass consumers The leading position in the market	W-T (Overcome disadvantages, defuse threats) 1. High-end brands emerging through acquisition Break down the channel barriers, occupy the advantage resource 2. Continuous research and development and innovation, create brand characteristics, and reduce customer consideration Sensitivity 3. Shape the core spirit of the brand A unique personality of the brand

3. Psychological factor analysis of consumer purchase decision

Consumer behavior is defined as the behavior that consumers exhibit in seeking, buying, using, evaluating, using, and disposing of products and services that they expect to meet their needs. Consumer behavior is complex, and its production is influenced by both internal and external factors.

3.1. Psychological Factors

3.1.1. Motors (Motivation)

Motivation is a driving force that is very important to our analysis of consumer behavior. Consumer motives are influenced by their personality traits, cognition, previous learning and experience, and attitudes (as shown in Figure 1). Motivation is characterized by unobservability, multiplicity, and complexity. Usually, a certain purchasing behavior is caused by multiple motives, one of which is dominant and the other auxiliary. In order to carry out more targeted marketing activities, Anta should recognize the dominant motivation of consumer behavior in the process of investigation, research and sales. Some scholars believe that consumers' purchasing motivation can be divided into six categories, namely realistic motivation, novel motivation, beautiful motivation, fame motivation, honest motivation and convenience motivation.

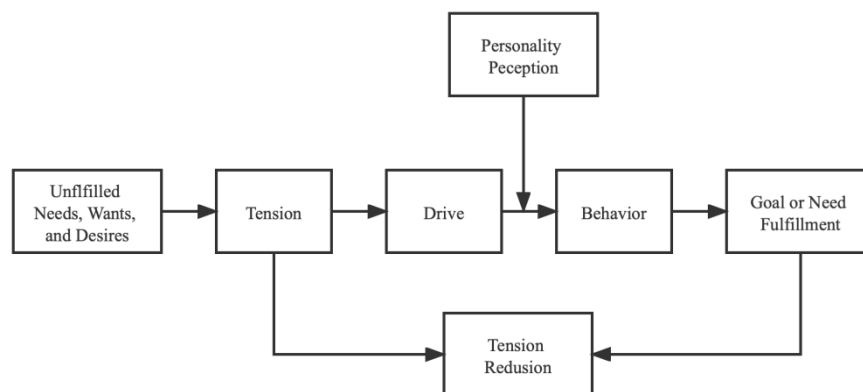


Figure 1: Consumer Behavior

Consumers' purchasing motivations can be categorized into several key types, each influencing their choices in the sports goods market. Reality Motivation prompts buyers to prioritize the practical utility of products, with a focus on quality, performance, and durability. This drives consumers to seek out well-evaluated, cost-effective options, as exemplified by Anta's use of advanced technologies like the NITROEDGE midsole in their running shoes, which enhances comfort and longevity. Novelty Motivation, on the other hand, appeals to consumers, especially the younger demographic, who are drawn to the latest trends and unique designs. This group values the aesthetic appeal and innovative features of sports products, as reflected in Anta's stylish and fashionable offerings that align with current market tastes. Fame and Wealth Motivation is evident in the desire for high-status brands and premium products, often associated with a sense of prestige and social standing. Brands like Nike and Adidas dominate this segment, leveraging their reputation to influence consumer decisions, a strategy that Anta could emulate to enhance its brand appeal among status-conscious consumers. Price Motivation is a significant factor for consumers seeking affordability, where low prices are a primary concern, often overshadowing other attributes like quality or brand. This suggests a niche for Anta to target middle and high-end markets where consumers are less price-

sensitive and more value-oriented. Lastly, Convenience Motivation influences consumers who value time-saving and efficient purchasing experiences. For these consumers, Anta could focus on providing accessible shopping locations and promoting the ease of use and maintenance of their products, thereby catering to the needs of those who prioritize convenience in their buying decisions.

3.1.2. Personality (personality)

Personality is the internal psychological characteristics that determine and reflect how individuals adapt to the environment: It emphasizes the internal characteristics, that is, the specific characteristics, attributes, characteristics, factors and attitudes that distinguish people from people. The personality formed by these deep-rooted personality characteristics will affect the individual choice of products, and also affect the reaction of consumers to marketers, when and where and how to buy products. Therefore, identifying consumers' personality characteristics plays a vital role in enterprise marketing.

3.1.3. Consumer attitude

Consumer attitudes towards purchasing behavior are influenced by a variety of factors, including personal product experiences, recommendations from peers, and exposure to media and marketing campaigns. These attitudes can either encourage or deter specific consumer actions. According to the tricomponent attitude model, attitudes consist of cognitive, affective, and behavioral components. The cognitive component involves consumers forming knowledge and perceptions based on direct experiences and information from various sources, which directly impacts their purchasing decisions. For instance, while Anta products are recognized by consumers, they are not the primary choice, indicating a need for the brand to enhance its standout appeal in the market.

The affective component of consumer attitudes encompasses the emotions and feelings towards a brand or product, which is crucial in driving purchase intentions. Anta has successfully resonated with consumers through emotional marketing, leveraging patriotism and a commitment to quality and innovation. This strategy has been particularly effective in a climate where consumers are increasingly supportive of national brands. Additionally, Anta's strategic partnerships with athletes like Kyrie Irving and Wang Siyu, along with its technological advancements in products like the C10 and C202 series, have bolstered its market position. The brand's sales and consumer interest have seen a significant uptick, highlighting the effectiveness of its marketing and product strategies in attracting and retaining customers.

4. External environmental factors: Age

As times evolve, sports goods have become essential for people across all age groups. Young people, with their dynamic lifestyle and frequent engagement in sports, form a crucial consumer segment despite their typically lower incomes and higher spending habits. Their consumption psychology and pursuit of trends shift as they move through different life stages. For teenagers, physical exercise is not just a means of staying fit but also a novel form of social interaction, which is beneficial for their social lives and even their experiences studying abroad. Middle-aged consumers prefer simple and comfortable sports products, often valuing brand recognition due to their stable economic status and social standing. In contrast, the middle-aged and elderly show less inclination towards specific sports goods, focusing more on suitability for exercise rather than high performance. These consumers are often price-sensitive and reluctant to spend much on such supplies.

5. Suggestions

5.1. Create a differentiated product system

The sports goods market, encompassing a wide array of products such as protective gear, outdoor equipment, and fitness machines, is witnessing a significant shift towards high-quality, diversified offerings. This evolution is propelling the industry into a new growth phase, where meeting consumer demands with precision has become a critical challenge. Traditional mass production methods can no longer cater to the nuanced preferences of younger demographics, necessitating a strategic pivot towards tailored production and sales. Sports goods enterprises must innovate by leveraging consumer insights across age, behavior, and psychological profiles to refine product offerings. Embracing intelligent technology to create differentiated, personalized products is the way forward, as exemplified by Anta's "ANTAUNI" service, which offers bespoke customization to satisfy the individualized desires of today's consumers.

5.2. Establish experiential and interactive marketing

The primary goal of marketing is to boost sales, and in today's information-rich landscape, consumers are increasingly discerning. Experiential marketing is emerging as a key strategy, particularly for sports goods, which are inherently experiential. By allowing consumers to directly interact with products, brands can bridge the gap between consumers and their offerings, enhancing brand loyalty and compensating for the impersonal nature of online shopping. Innovative use of 5G and smart systems can create immersive, interactive consumer experiences, while organizing sports-themed events like community contests and youth camps can build community and attract enthusiasts. Transforming retail spaces into cultural epicenters for sports dialogue further strengthens brand identity and encourages customer loyalty, leveraging shared interests to forge deep connections within the sports industry.

5.3. Optimize online and offline marketing channels

To enhance market presence and operational efficiency, sports goods enterprises should focus on upgrading physical stores, optimizing distribution networks, and supporting retail outlets with strategic locations and ample space, while closing those with limited area and low efficiency to streamline resource allocation. Distributors should be encouraged to maintain brand consistency through incentives, training, and information management, expanding the authorized sales network and improving their competitiveness. Underperforming regions can be reassigned to new distributors or withdrawn to concentrate resources on high-performing ones. Concurrently, developing robust online sales channels and leveraging major e-commerce platforms is crucial for reaching all target consumer groups and showcasing product values and brand images. Embracing digital marketing trends, businesses should utilize live broadcasting, information sharing, and social communication to shape their digital media strategies, supported by big data for precise consumer insights and targeted marketing. This approach not only accelerates transformation in line with the digital economy but also enhances the integration of products with the market, fostering sustainable growth in the sports goods industry.

6. Conclusion

In conclusion, the study has provided a comprehensive analysis of the factors influencing consumer purchase decisions for Anta sports products, revealing a multifaceted landscape shaped by both internal and external influences. The strategic insights gleaned from the application of Porter's Five

Forces Model and the SWOT analysis have underscored the importance of a dynamic market approach for Anta, particularly in navigating the competitive pressures and leveraging its strengths within the sports goods industry.

The psychological factors examined, including consumer motivation and personality, have highlighted the need for Anta to tailor its marketing strategies to resonate with the diverse needs and preferences of its consumer base. The analysis of consumer attitudes and the impact of external environmental factors, such as age, have further emphasized the importance of a nuanced understanding of the market to inform product development and marketing efforts.

The study's findings suggest that Anta can enhance its market presence and operational efficiency by creating a differentiated product system that caters to the evolving demands of consumers. The implementation of experiential and interactive marketing strategies will be instrumental in fostering deeper connections with consumers and differentiating Anta from its competitors. Moreover, optimizing both online and offline marketing channels will be crucial for Anta to maintain a robust market presence and capitalize on the opportunities presented by the digital economy.

As the sports goods market continues to evolve, Anta's ability to adapt and innovate will be key to its sustained success. The recommendations provided in this study aim to serve as a roadmap for Anta to strengthen its competitive edge and solidify its position as a leading sportswear brand in China and beyond. By embracing these strategic imperatives, Anta is poised to not only meet but exceed the expectations of its consumers, setting the stage for future growth and industry leadership.

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