

# Improvement Method of Sports Product Network Marketing Strategy Based on Big Data Analysis

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**Keywords:** Big data, Sports products, Network marketing, Improved methods.

**Abstract:** The development of Internet and the rise of big data analysis technology have rapidly promoted the popularity of online shopping. In this context, good network marketing of sports products has an important positive significance for enterprises to seize market share and brand building. However, there are many problems in the current online marketing of sports products in China, including the lack of strategic planning for brand positioning, insufficient propaganda of enterprises, and the need to improve the payment platform of online marketing. The prominence of these problems limits the development of sports product network marketing. In this regard, sports products enterprises can carry out new media marketing, and actively build the brand image of sports enterprises. Develop diversified channels of publicity and distribution, and greatly enhance product marketing. Speed up the improvement of payment system, and create a good online payment experience for consumers.

## 1. Research Background

### 1.1 Literature review

With the rise and popularization of Internet and big data technology, network marketing has gradually entered people's lives. In this context, sports products to network marketing also emerged, many scholars have carried out relevant research. Zhao Huanhuang scholar mentioned that in the whole process of sports product sales, network marketing has gradually become one of the important links. The level of logistics management directly affects the marketing effect of sports products. This paper makes an in-depth analysis and research, hoping to improve the logistics management through the selection of middlemen, the selection of channel mode and the analysis of customer characteristics (Zhao, 2013). Chen Huasheng scholars believe that network marketing has no time and space constraints, subverts the traditional marketing model, and belongs to the inevitable product of human economic development. Compared with the traditional marketing mode, the internationalization and informatization of online marketing have become the main development trend of sports goods marketing in China (Chen, 2006). Sun Changjiang and Honing scholars take the comparative advantage as the breakthrough point, and discuss the marketing advantages of sports goods network marketing strategy. It is found that the remarkable advantages of online marketing can promote the competitiveness of sporting goods enterprises in the market, thus helping enterprises to achieve the promotion of marketing efficiency (Sun and Huo, 2011). Sui Yamen and Li Ling scholars studied the consumer's willingness in sports goods online marketing through quantitative analysis method and construction model. The study found that in online marketing of sports goods, consumption motivation positively affects consumption intention, while perceived risk negatively affects consumption intention (Sui and Li, 2019).

### 1.2 Research purposes

With the vigorous development of China's social economy, the living standard of residents has gradually improved, which has led to the consumption of sports products and the development of sports market. As an important part of the sports industry, the field of sports products is favored and

concerned by many investors. The marketing results of sports products have become a direct factor affecting the development of sports goods industry (Yang, 2013). Therefore, effective marketing of sports products can be conducive to the expansion of sports goods market and ensure and enhance the economic benefits of sports enterprises. The life style of big data networking promotes sports product enterprises to carry out online marketing activities. Therefore, formulating perfect online product strategy, price strategy, channel strategy and other online marketing strategies has become the key to the development of many sports goods enterprises (Zhang et al., 2004). Therefore, based on the development environment of big data analysis, this paper explores the improvement methods of online marketing strategy of sports products. It is expected to provide some ideas and directions for the development and perfection of sports product market through literature review and theoretical research.

## **2. The Current Development Situation of Sports Products Market in China**

Sports goods industry is an important part of China's economic market. Although China's sporting goods industry started late, it has also developed rapidly in recent years under the impetus of market economy. Sports goods consumption of urban residents is moving towards the middle and high-end trend (Qiang, 2017). And rural residents have formed new consumption demand for middle and low-grade sports goods. Therefore, China's sports goods market has shown a good development trend and space. With the improvement of social and economic level, people's living standards and health needs have been improved more and more, so the awareness of health movement has been gradually strengthened. And the national fitness program advocated by the General Administration of Sports has attracted more and more people to actively participate in various sports activities. These comprehensive factors of market environment and consumer demand have further promoted the rapid development of China's sports goods market. With the rapid development of the sports industry, the sports product industry shows a larger space for development (Zhu and Sun, 2017). According to incomplete statistics, sports goods manufactured in China account for more than 65% of the world's total GDP and 0.6%. At this stage, the domestic sales of sports goods have exceeded 6 billion yuan, and the average annual growth rate of the whole sports goods industry is 30%. In a word, sports goods market has great potential and good investment situation.

Specifically, the reasons for the good development of sports goods industry can be divided into the following points. First, the promotion of national health awareness. With the improvement of living standards, more and more people begin to attach importance to sports, which leads to a consumption boom of sports goods. Second, the increase of sports activities stimulates sports market consumption. Since the 2008 Beijing Olympic Games were successfully held, more and more Chinese Spring Festival sports activities have been held (Xie et al., 2017). The Guangzhou Asian Games, the Second Asian Youth Games in Nanjing, the BRICS Games, the World Badminton Championships and other major events have been launched. A good demonstration and driving role has been formed in the life of the whole society, thus stimulating the consumption demand of the sports market. Thirdly, national policies should be encouraged. In 2014, the State Council promulgated "Several Opinions on Speeding up the Development of Sports Industry to Promote Sports Consumption", and national fitness has officially risen to the national strategic level. In 2016, taking the structural reform of the supply side of sports industry as the main line, the General Administration of Sports issued the Thirteenth Five-Year Plan for the Development of Sports Industry, putting forward that the reform of sports industrial structure should be focused on, and further promoting the healthy and sustainable development of sports industry (Yang et al., 2018). Fourth, the vigorous rise of Internet platforms. At present, China has entered the era of the national Internet. The rise and development of major brand e-commerce platforms have provided sports products enterprises with a good variety of platforms and further expanded the sales channels of sports products.

### **3. Main Problems of Sports Products Network Marketing**

#### **3.1 Lack of strategic planning for brand positioning**

With the rise and development of online marketing, many sporting goods enterprises have entered major e-commerce platforms to carry out online marketing. Although most sports products enterprises have invested a lot of time and energy in product research and development and product quality assurance, they lack strategic brand positioning planning because of the backward management and marketing concepts. This phenomenon is not conducive to the long-term development of enterprises. Because in the increasingly fierce market competition, enterprise marketing can not blindly rely on product quality, but also need to pay attention to customer brand loyalty and brand satisfaction. The cultivation of brand image requires enterprises to establish long-term strategic planning. In the actual marketing process, some enterprises only pay attention to short-term interests, ignoring the importance of brand positioning. Short-sighted phenomena such as enterprise processing are equivalent to abandoning the establishment of its own brand image and value. In the long-term market development and competition, a good brand positioning will form an intangible value and a sense of social responsibility for enterprises, thus gaining the trust and lasting attention of consumers.

#### **3.2 Enterprise propaganda is not enough**

According to the current marketing concept and marketing habits of enterprises, many small and medium-sized enterprises in China usually rely on a single way of inviting sports stars to speak for their products. And the propaganda methods of many well-known large enterprises are relatively single. Therefore, although China has undertaken a large number of sports events in recent years, not all consumers can timely pay attention to the process of the events and the personal achievements of sports stars. In this case, it is likely that the spokespersons employed by enterprises lack the corresponding publicity effect and strength. However, if we invite idol stars and traffic stars as endorsers, there will be an embarrassing situation that the endorsers do not conform to the product positioning, and it is difficult to achieve good publicity results. In addition, for sports products enterprises, the publicity activities should not focus too much on endorsement advertising, but should actively expand other channels. Otherwise, it is easy to lose some consumers and it is difficult to achieve the expected publicity effect.

#### **3.3 Network marketing payment platform to be perfected**

The most important link in network marketing is payment. Smooth and perfect payment platform can improve consumers'consumption experience. However, there are still some outstanding problems in the domestic network marketing, such as the imperfect payment platform. This kind of problem is a very disadvantageous restriction factor for sports product network marketing. Generally speaking, the consumption link of online marketing is that consumers communicate and negotiate, submit orders, and then pay. After entering the payment link, the third-party financial institutions are required to intervene. In this link, it involves a variety of electronic payment methods, including savings cards, credit cards, electronic money and so on. When the payment system is not perfect and can not be smoothly paid online, it will cause consumers to reduce the trust of online marketing. This will become a great obstacle for sports product enterprises to carry out online marketing.

### **4. Improvement Strategy of Sports Network Marketing Based on Big Data Analysis**

#### **4.1 Develop new media marketing strategy and actively build brand image of sports enterprises**

Compared with traditional media, new media technology provides information and entertainment services to customers by using wireless terminals such as mobile phone network, which has significant characteristics of wide coverage. Therefore, sports products enterprises can use the new media platform and new media technology to carry out new media network marketing strategy to

attract and capture accurate customers. With regard to Weixin Public Number and Weibo Platform, we can carry out brand humanized strategic marketing. Use content display to accurately convey corporate image and product information to consumers, and achieve the publicity effect of content marketing and leader marketing. For example, sports product enterprises can use the active opinion leaders of the network community to promote and publicize the enterprise products, and use the community appeal of opinion leaders to carry out positive network word-of-mouth communication for enterprise brands. In addition, we can also establish a corporate public number, publish relevant brand promotion articles, publicize the main products and preferential activities of enterprises to consumers, and promote the brand to consumers.

#### **4.2 Develop diversified channels of publicity and distribution, and greatly enhance product marketing**

With the rise and development of various kinds of social networking platforms, network traffic has achieved a significant diversion. Therefore, sports products enterprises should not only focus on advertising channels, but also should open up diversified channels to promote the marketing of products. Because the solidification of publicity and distribution path will make sports products enterprises lose a lot of consumer groups, and it is difficult to maintain a good market competitive advantage. In this case, sports products enterprises can superimpose publicity routes, actively use short videos, interactive communities, their own media and other channels to carry out combination-style product publicity. For example, short-video platforms can be used to launch marketing campaigns to attract more users to participate, thus greatly enhancing the fission effect of communication.

#### **4.3 Accelerating the improvement of payment system and creating a good online payment experience**

With the acceleration of the process of global economic integration, a perfect payment system has become one of the key links in the development of e-commerce. For sports products enterprises, in order to build a good network marketing model, we must rely on and improve the payment system. Therefore, e-commerce platforms and relevant departments should pay full attention to this issue, strengthen the improvement of the network payment system, so as to provide consumers with a good experience of online payment. In recent years, the development of China's retail end Internet payment has been developing rapidly. WeChat payment and Alipay's retail payment tools have been gradually popularized. However, the development of B2B payment is relatively backward, and the traditional way of wire transfer is still used for cross-border payment. For sports products enterprises, it will greatly restrict the development of overseas markets, which is not conducive to maintaining long-term competitiveness of enterprises. In this regard, we hope that through the cooperation of global financial institutions, we can build a global payment network and automate the whole payment process. To provide a good market environment for sports products enterprises to go abroad and enter the global competition stage.

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