

**A STUDY OF MARKETING STRATEGIES ADOPTED BY REEBOK IN
REFERENCE TO THE ATHLETIC FOOTWEAR INDUSTRY**

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Abstract

A marketing plan is the foundation of every corporate strategy. The process of organizing and carrying out the creation, assessment, promotion, and distribution of concepts, products, and services is known as a marketing strategy. The "marketing mix" is an ordered set of elements that make up a marketing plan.

Nowadays, buyers are more thoughtful about the shoes they buy. Numerous shoe businesses are emphasizing sustainability, and ethical behavior is becoming increasingly popular. This entails using environmentally friendly products, encouraging fair trade methods, and demonstrating supply chain transparency. The branded footwear sector has long aspired to use influencer marketing to publicize the launch of new products and raise brand and retail location awareness.



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Introduction

A marketing strategy is a method or framework that enables a business or organization to concentrate its limited resources on the most promising prospects for growing sales and gaining a long-term competitive edge. In order to support a company's goals and its marketing objectives, marketing strategy encompasses all fundamental and long-term marketing activities that deal with the analysis of a company's strategic initial situation as well as the formulation, assessment, and selection of market-oriented strategies. In 2022, 13.3% of the footwear income came from the athletic footwear category. It is anticipated that global revenue, which was US\$51 billion in 2022, will reach US\$65 billion by 2028. Similar to the apparel sector, the footwear market is being molded by massive.

Product Mix

For men, women, and kids, Reebok offers a wide range of sports footwear, clothes, and accessories. The brand offers products for a variety of sports, such as football, basketball, jogging, and Cross Fit. The product mix of Reebok is tailored to meet the unique requirements and tastes of its intended market. For instance, the brand's basketball shoes are made for optimal grip and stability on the court, while its running shoes include cutting-edge cushioning and support systems for long-distance running. In addition, Reebok offers a wide range of clothing items, including jackets, leggings, shirts, and shorts. All of these items are composed of premium fabrics that provide comfort and durability when working out.

Price Mix

Reebok's price mix is planned to be competitive with other sportswear brands in the market while also reflecting the quality of its products. The brand offers a range of prices for its products, catering to customers with different budgets. For example, Reebok's entry-level running shoes are priced affordably, making them accessible to customers on a budget, while its premium range of shoes with advanced features and technology is priced higher.

Place Mix

Reebok's place mix refers to the distribution channels and locations where their products are made available to consumers. Reebok has a multi-channel distribution strategy, including physical and digital retail channels. Reebok products are sold through a combination of company-owned stores, franchised stores, third-party retailers, and ecommerce platforms. The company has a global presence, with a strong focus on key markets such as North America, Europe, and Asia.

Promotion Mix

Reebok employs both traditional and digital marketing methods, along with personal selling, public relations, sales promotion, and direct marketing to connect with its target market and advertise its products. The company collaborates with well-known athletes and fitness influencers, educates salespeople to offer product details and establish connections with customers, supports sports events, and interacts with customers through social media. Reebok employs advertising and loyalty schemes to motivate customers while gathering customer data for personalized marketing messages and promotions. Reebok's marketing strategy has played a crucial role in the brand's success. By making good use of the four P's of marketing, Reebok managed to stand out from its competitors and establish a dedicated group of customers. Reebok's combination of marketing strategies has allowed it to successfully fulfill customer demands and reach its objectives.

Reebok Marketing Strategies

Reebok, the famous giant in sports clothing, has dominated the sector for many years thanks to its excellent marketing tactics. Reebok has consistently adapted to shifting market trends and evolving customer needs, utilizing creative product launches and celebrity partnerships. Its unique

brand image and innovative offerings have helped it differentiate itself from competitors.

Product Modernization

Reebok has continuously prioritized product innovation to maintain a competitive edge over its rivals. The introduction of innovative products like ZigTech and Fast Flex weave has allowed Reebok to set itself apart from its competitors in the sportswear industry. These cutting-edge features and technological advancements have made the brand stand out among others.

Celeb Certifications

Reebok has collaborated with various celebrities and athletes throughout the years to endorse its products. The company collaborated with figures such as UFC fighter Conor McGregor, actress Gal Gadot, and rapper Cardi B to expand their audience and establish trust.

Sponsorship and Events

Reebok has provided financial support to various prestigious events and organizations, such as the Cross Fit Games and the UFC. Through sponsoring these events, Reebok has successfully exposed its products to a broad audience and gained visibility.

Digital Marketing

Reebok has made significant investments in digital marketing to expand their reach to a larger demographic. Reebok effectively uses social media, such as Instagram and Twitter, to interact with customers and advertise its products.

Personalization

Reebok has also adopted personalization as a marketing tactic. The company enables customers to personalize their footwear and clothing on its website, leading to increased customer loyalty and sales.

All of Reebok's marketing techniques have effectively created a powerful brand image and strong sales. The company has effectively utilized its brand recognition and innovative products to stand out from rivals and establish a dedicated customer following. The marketing strategies of the brand have not only advertised its products but also motivated and empowered individuals to embrace their potential and uniqueness.

2. Literature Review

Marketing shoes: A study of how Evangelia Blery promoted footwear at City Unity College. The aim of this study is to investigate the marketing strategies utilized by the Greek company, Leon Tamaris & Co, which specializes in manufacturing and importing footwear. Therefore, the company's focus is on analyzing its target market and competitors, conducting a PEST and a SWOT analysis, and presenting the marketing mix. The company's marketing practices were studied using the case study method, which is known for its emphasis on a specific setting or event. The results indicated that despite the economic crisis in Greece and intense competition, the

company has positive outcomes with a steady market share and anticipated sales growth. The quality of the company's products is high and prices are competitive, so it has established a strong reputation in the market for providing good value for money. It possesses a retail network and skilled staff, and is aiming to choose the perfect employees to effectively fill every role. The company performs market surveys to pinpoint customer needs and evaluate their satisfaction. This study contributes to the existing knowledge in the footwear industry by offering valuable insights into the marketing practices within the Asian footwear sector. The study's results confirm the conclusions of previous studies cited in the literature, and could be significantly beneficial to managers within this industry.

Andrew Whalley (2010) seeks to provide a summary of the true definition of marketing within the current business landscape. Marketing is essential for comprehending all types of businesses, so any analysis of business that does not consider marketing is incomplete.

Chisnall's (1985) book *Strategic Industrial Marketing* is published by Prentice-Hall in Englewood Cliffs, NJ. An easily understood and useful book written by a well-regarded author from Britain. It offers a structured analysis of the key strategic elements in marketing industrial and organizational products and services.

Ford, D. (ed.), Hakansson, H. and Turnbull, P. W. (1998) Wiley's publication "Managing Business Relationships" is located in Chichester. All business-to-business marketing and relationship marketing courses must include this book for essential reading. It combines interaction and network theory with a practical, managerially focused approach.

Parkinson, S.T. and Baker, M.J. (1986) *Organizational Buying Behavior* in London, published by Macmillan. A brief and easy-to-read text that utilizes European case material to build upon and improve the theoretical material.

Robinson, P. J., Faris, C. W. and Wind, Y. (1967) The book "Industrial Buying and Creative Marketing" was published by Allyn & Bacon in New York. Still valuable to read as a pioneering work in the realm of industrial marketing.

Turnbull and Valla edited Strategies for International Industrial Marketing in 1986. Location in London: Croom Helm. Written by authors from the same group as Hakansson, this book offers unique and captivating perspectives on industrial marketing strategies.

Webster, F. E. Jr. (1992) explores the evolving function of marketing in businesses in the October issue of the *Journal of Marketing*, volume 56, issue 4. A fascinating and crucial examination of how Americans have finally started to acknowledge connectivity and associations. Maybe the title of the article could have been 'We eventually arrive!' +**Webster, F. E. and Wind, Y. (1972)** A study on how organizations make purchasing decisions, published by Prentice-Hall in Englewood Cliffs, NJ. One of the key points in existing literature on organizational purchasing behavior.

III. Research Methodology

Research Objectives :

1. To classify the marketing strategies used by Reebok.
2. To study the impact of marketing strategies on brand awareness, customer engagement and sales.
3. To study the marketing strategies of Reebok to keep up with changing consumer behavior and trends in the industry.

Research Design:

The design of research utilized in this study is quantitative in nature. It includes using surveys to gather information from a group of participants. The purpose of the survey was to collect data on the marketing tactics utilized by Reebok. The research design is focused on description, intending to gain a thorough comprehension of Reebok's marketing strategies.

Sampling design:

The focus of this study is on individuals who are knowledgeable about Reebok's marketing strategies. Convenience sampling, a non-probability sampling method, was utilized to select the sample. 45 participants who are knowledgeable about Reebok's marketing strategies were included in the study.

Data source:

The main source of data for this research is a survey created to collect details on Reebok's marketing tactics. The survey was given to participants who have knowledge of Reebok's marketing tactics. Additional sources of data, such as scholarly articles, research papers, and books, were employed to complement the primary data.

Reliability and validity of the data:

Using a standardized questionnaire ensured the data's reliability. The survey was created with uniformity and clarity in the questions to guarantee consistent information was collected from every participant. The data's validity was confirmed through the utilization of well-established theories and concepts in marketing strategy. Experts in marketing reviewed the questionnaire to confirm its validity.

Mode of analysis:

Statistical techniques like descriptive and inferential statistics were used to analyze the data gathered from the questionnaire. Descriptive statistics were employed for summarizing and detailing the data, while inferential statistics were utilized for testing hypotheses and drawing conclusions about the population using the sample data. The findings were displayed through the use of tables and graphs.

Data Analysis and Interpretation Age:

The data indicates the age categories of people, segmented by age groups. The age categories are 0-20, 21-30, 31-40, 41-50, and 51 and over. The information indicates that most people are between the ages of 0 and 20, with 24 occurrences, and the second highest group is between 21 and 30 with 14 occurrences. The age groups of 31-40, 41-50, and 51 or above show decreased frequencies suggesting a smaller number of people in those age categories. In general, the data indicates that the research project is expected to focus on younger individuals, with most of them being in the 0-20 age group.

Gender: According to the data provided, there were 22 respondents who identified as male and 23 respondents who identified as female, with no respondents choosing the option of 'prefer not to say.'

According to the information given, brand reputation, price, quality, comfort, design & style, and durability are the main factors taken into account when buying footwear. Nevertheless, not all participants took into account all of these elements; some only focused on a portion of them. The information indicates that the highest priority is given to comfort, price, and product quality. Have you been swayed by any marketing tactics when buying shoes? According to the information given, it seems that most survey participants (38 out of 45) have been swayed by marketing tactics when buying shoes. Only seven individuals responded "No" to this query.

Have you ever bought a Reebok product because a celebrity recommended it? According to the information given, it seems that celebrity endorsements play a role in people's decision to buy Reebok products. 31 out of 45 respondents claimed they were swayed to buy a Reebok product by a celebrity endorsement, while the remaining 14 were unaffected.

What makes Reebok different from its rivals in your opinion? The information indicates that the majority of respondents (28 out of 45) believe Reebok is strong in the factors mentioned above. Product design/aesthetic and Brand reputation are mentioned in 12 and 05 out of 45 responses respectively. Less attention was given to innovative marketing strategies (7 out of 45 mentions) in comparison to the other factors.

Have you ever opted for a Reebok item instead of a competitor's due to Reebok's marketing tactics? From the information given, 35 out of 45 participants indicated they opted for a Reebok item instead of a competitor's due to Reebok's advertising tactics. The 10 other participants indicated that they had not done so.

What, in your view, is the most efficient method for Reebok to connect with its intended audience? According to the data given, it appears that Reebok can best reach its target audience by focusing on trendsetting design and style, as indicated by 18 out of 45 responses. In second place with 12 responses are innovation and performance, followed by celebrity endorsements with 10 responses, and marketing and advertising campaigns with 5 responses.

What marketing approach do you think has been most effective for Reebok in promoting its

products? Based on the information provided, it is clear that Reebok has effectively promoted its products using different marketing tactics. The marketing strategy that had the highest popularity among participants was Celebrity Endorsements, receiving 18 responses, while sports sponsorships followed closely behind with 14 responses. Both innovative marketing campaigns and social media marketing received 13 responses each, showing their popularity as marketing strategies.

Conclusion

Reebok's successful marketing strategies have played a key role in promoting its brand and products, contributing significantly to its position as a top sportswear brand. Businesses can benefit from studying Reebok's marketing strategies to understand how to stand out in a crowded market and establish a connection with customers on an individual basis.

Having a solid grasp of trends, consumer preferences, and competition is essential for achieving success in the footwear market segment. Having a distinct brand identity and messaging, successful product development, as well as sourcing, pricing, and distribution strategies can assist businesses in creating a strong presence in the market.

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