

Explore the Problems and Optimization Countermeasures Existing in the Marketing Hype of the Shoes' Business

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Abstract:

This paper discusses the phenomenon of shoe marketing hype and its impact on consumer behavior and the market. First of all, through the development trend of social media and online platforms, the affected aspects of consumers are analyzed in this paper. Through the Nike brand, the price of limited edition sneakers has risen to a very extreme number, which discusses the reasons for this factor, including the cooperation between the spokesmen and the brand, thus causing consumers' enthusiasm for limited edition sneakers, and analyzes the psychology of consumers. Consumer psychological factors mainly include the negative factors of the scarcity of goods. The paper emphasizes supply chain management to maintain the balance of the market and not oversaturation to ensure the scarcity of shoes and uniqueness in the market. In addition, the special commodities represented by sneakers will also be symbolic, stored, circular, and speculative, representing the uniqueness of the product online. In the end, the problems in the market are explained and optimized, and suggestions are put forward, such as advocating the concept of healthy consumption and encouraging consumers to choose products according to their actual needs rather than pursuing the value of hype.

Keywords: Basketball Shoe Market; Marketing Hype; Consumer Psychology; Supply Chain Management; Limited Edition Products

1. Introduction

Nowadays, the shoe market presents a prosperous phenomenon. With the rise of street culture and trendy sports, sneakers have not only become simple sports equipment but have also evolved into a symbol of status and fashion. This change is not only reflected in the design of shoes but also reflects the psychological needs and needs of consumers regarding social identity. Fast-spread platforms such as social media and online platforms (such as Dewu, Taobao, TikTok, etc.) have greatly helped the rapid rise of shoe hype, and a pair of limited edition shoes can often be sold to several times the original price in a short period of time. In order to have a deep understanding of the marketing and hype strategy of sneakers, the topic will further explore the specific impact of the different marketing strategies in mind on different consumer groups. This will not only help consumers understand the consumer heart of the sneaker market but also reveal how some bad businesses use informal marketing strategies to influence consumer behavior. It is important to explore this phenomenon to help regulate the market and reduce malicious speculation.

Through the study of sneaker marketing strategy, this study can start from another different perspective to understand how to build a more transparent and healthy market environment. This will not only help reduce unequal competition and some bad business behavior on the market but also provide better protection for consumers to ensure that their rights and interests are not infringed. Such research also helps future consumer goods marketing strategies to provide appreciation. As the evolution of the market, which strategy is more practical, more effective, and avoids trial and error leads to negative results, this can not only help brands and different channels of vendors to provide healthier marketing plans also promote the healthy development of the sneaker industry, in short this study not only helps to regulate market behavior, reduce malicious behavior, also can help customers to provide valuable guidance, help them make wise decisions in changing complex market, but also can learn from how to identify and prevent these routines in their daily life. These are of great significance to consumers.

2. Case Description

Nike's sneaker culture has a huge fan base around the world and one of the high-profile — barb series has become one of the hot spots in the shoe market. The reasons behind the shoe are ranging from the original 1,599 yuan to 69,999 yuan. First, the Barb series of shoes was jointly launched by musicians Travis Scott, Fragment Design Fujiwara Hao, and Nike Air Jordan. For sneaker lovers, having a limited edition pair is not only a reflection of personal taste but also a symbol of status. As a result, this scarcity puts demand in the market far beyond supply, further pushing up the price of shoes. For example, the iconic "barb" pattern and the face logo are design elements that make the shoe highly recognizable and become a symbol of fashion trends. This recognition does not help shoes stand out in the market and become the target of consumers. Travis Scott's Personal style and iconic elements are integrated into the shoe design, making each pair of shoes look like a work of art, which not only has the function of wearing but also has the value of collection and display. Travis Scott As a well-known rapper in the United States, his personal brand and influence also add an aura to the barb collection. At the same time, the research found that the current cultural consumption of fans has three dimensions: symbolic consumption, experience consumption, and cross-border consumption. From "buying shoes" to "wearing shoes", and then to "hiding shoes", shoe fans get pleasure in the creation and circulation of meaning, and "culture shaping self" has gradually become "consumption shaping self". Consumers are often willing to pay higher prices for celebrity-related items to demonstrate their personal taste and social status [1]. The success of the Barb series of sneakers is largely due to the huge influence of Travis Scott among young people, which makes them a symbol of culture and fashion. Social Media and Opinion Leader Promotion Extensive exposure on social media and recommendations from opinion leaders have accelerated the trend of sneakers. The influence of these channels makes sneakers quickly become the focus of public attention, further driving the market heat. The success of the Barb series of sneakers is largely due to its ability to meet the needs of this part of consumers and become a symbol of status and status.

3. Analysis of the Nature of Sneaker Phenomenon Marketing

3.1 Consumer Psychological Factors

With the development of the market economy and the improvement of people's income levels, Chinese consumption concepts and consumption habits have under-

gone great changes. With the introduction of basketball into China, sneakers are part of the stars worn closest to the public, making the shoe market an important part of the sports equipment economy. At present, the products of some shoe brands not only bear the needs of the sports corresponding to their own functions but also are given the function of showing the wearer's identity and taste [2]. From the perspective of consumer psychological perception, the path of influence of brand logos on consumer satisfaction and purchase intention is studied. The historical literature method is used to sort out the influencing factors of consumer psychological perception, and it is believed that consumer psychological perception is mainly based on consumer satisfaction, and consumer satisfaction is mainly determined by consumers' perceived value and emotional connection. From the three dimensions of consumer quality perception, value perception, and emotion perception, the mechanism analysis of the shoe brand Logo is conducted, and the Logo design concept of three famous shoe brands is introduced by case analysis, and the corresponding brand logo planning scheme is put forward [3].

3.2 Supply Chain Management

First, businesses must accurately control the number of shoes supplied. This means making a reasonable production plan based on market demand and forecasts. Limited-edition shoes, for example, are often produced well below potential demand to maintain their scarcity. This strategy can stimulate consumers' purchase enthusiasm and increase the attractiveness of the product. Businesses can evaluate the demand through data analysis and market research to ensure that the output can not only meet the needs of some customers but also maintain the uniqueness and scarcity of the market. In order to avoid the negative effects of over-saturation, merchants also need to make choices in different sales channels and strictly manage them. This includes choosing which retailers to work with, whether to sell directly on official websites or apps, and whether to work exclusively with other platforms. In terms of logistics, the efficient distribution system can ensure that the shoes can be delivered to consumers quickly and accurately and improve customer satisfaction. Logistics is the key link connecting each node of the supply chain and promoting a successful transaction. How to reduce logistics cost-effectively is the problem that modern supply chain management needs to think about. In domestic engineering construction enterprises, large mechanical equipment export overseas supply chain management, for example, analyzes the necessity of the logistics cost management optimization, from the mode of transportation selection, equipment transportation packaging, customs

efficiency discusses the main problems of logistics cost management, based on the internal supply chain and the two dimensions, put forward to choose the best mode of transportation, strict control equipment transportation packaging, improve equipment customs management ability, attaches great importance to the strategic alliance with suppliers, strengthen the supply chain node information transmission, expect to provide certain reference for the optimization of logistics cost management [4]. Finally, businesses need to strengthen the brand value to maintain the uniqueness and scarcity of the shoe market. This includes working with established designers, artists, or celebrities to launch limited edition products and holding various events to enhance the brand's awareness and influence. In these ways, businesses can not only attract more customers' attention but also further consolidate the status of shoes as a cultural and fashion symbol. In short, supply chain management in the shoe market is not only about express logistics and inventory management. It is also a key part of the brand's success. Merchants must ensure the uniqueness and scarcity of sneakers through refined control, selecting the right sales channels, optimizing inventory management and logistics system, and strengthening brand value so as to occupy a favorable position in the fierce market competition.

3.3 Analysis of the Characteristics of the Sneaker Products

In the context of the economic development of the Internet platform, the special commodities represented by sneakers will also be symbolic, stored, circular, and speculative based on their use [5]. First of all, symbols are mainly reflected in their role as symbols of status, status, style, and cultural identity. For example, having certain limited edition or high-end branded shoes may be seen as a sign of fashion acuity, taste, or financial strength, moving them beyond mere utility as a medium for personal expression and community affiliation. Storage: Some sneaker enthusiasts store their shoes for home exhibitions, forums, and social media sharing. Circle: the shoe circle refers to the subcultural community formed in the sneaker culture. These communities have shared interests, values, and codes of conduct, and members are linked by shared information, experience, and love for specific sneakers. Speculative: The speculative nature of the shoe market stems from its price fluctuations and potential appreciation space. Some investors and scalpers will take advantage of this by hoarding limited-edition sneakers and selling them at high prices on the secondary market.

4. Problem Identified and Suggestions

4.1 Problem Identified

4.1.1 Lack of market transparency

The problem of information opacity often accompanies the hype in the shoe market. At the same time, various departments have studied the impact of improving market transparency on traders' behavior. The results found that the improvement of market transparency has significantly changed the trading strategy of traders, which is mainly manifested in the reduced aggressive degree of traders' overall trading orders, among which traders have reduced the submission of market price orders and increased the frequency of withdrawing orders [6]. It is difficult for ordinary consumers to obtain the exact inventory information of limited edition shoes, the real demand, and the specific number of key data. This information asymmetry leads to a large number of false demands and artificial scarcity in the market, which then pushes up the price of sneakers, making it difficult for consumers who really love the sneaker culture to bear.

4.1.2 Lack of legal supervision

At present, the legal definition of shoe speculation is relatively vague, and there is a lack of effective regulatory measures. In this case, some bad merchants and speculators have the opportunity to take advantage of legal loopholes to carry out illegal activities, such as price gouging and false transactions, which seriously disrupt the market order.

4.1.3 Insufficient consumer education

In China, the protection of consumer rights and interests is not ideal, and the most basic consumer protection should be consumer education, which is exactly the problem that this study has ignored for a long time. Enriching consumer knowledge with scientific methods is an important means to protect the rights and interests of consumers [7]. Many consumers poorly understand the operation mechanism behind the shoe hype, and they are easily affected by market sentiment and blindly follow the trend of buying, thus becoming the victim of speculation. This situation not only harms the economic interests of consumers but also distorts the true value of the sneaker culture.

4.2 Marketing Strategy Optimization

4.2.1 Improve transparency

Improving transparency is essential for enhancing consumer purchase intentions and bolstering brand image. To achieve greater market transparency, brands should adopt a multifaceted approach.

Firstly, brands can enhance transparency by openly sharing information about their products, including details about the materials used and the production process. This can be achieved by providing comprehensive information on the brand's official website, where consumers can easily access and review it. By making such information readily available, brands empower customers to make informed decisions, fostering trust and confidence in the brand.

Additionally, brands can implement transparency initiatives such as third-party certifications, regular audits, and sustainability reports. These measures provide an extra layer of credibility and assurance to consumers, showcasing the brand's commitment to ethical practices and quality standards.

Engaging in transparent communication also involves addressing consumer inquiries promptly and honestly. Brands should be prepared to offer detailed explanations about their sourcing, manufacturing, and distribution practices. This level of openness not only satisfies consumer curiosity but also demonstrates the brand's dedication to accountability and integrity.

Moreover, leveraging social media platforms to share behind-the-scenes content and updates can further enhance transparency. Videos, live streams, and interactive Q&A sessions with company representatives can provide a more personal and authentic glimpse into the brand's operations, creating a stronger connection with the audience.

In summary, improving transparency requires a proactive and comprehensive approach. By openly sharing product information, engaging in transparent communication, and leveraging digital platforms, brands can significantly improve consumer trust and brand loyalty, ultimately leading to increased purchase intentions and a stronger brand image.

4.2.2 Strengthen legal supervision

As for the lack of legal supervision, legislation, and market supervision need to be appropriately strengthened so that consumers ignore the reasons for buying it and the reasonable price range in the minds of consumers, creating a consumer demand that does not exist in consumer psychology [8-10]. In terms of legislation, the relevant government can issue relevant laws and regulations to clearly inform which markets will touch the illegal behavior and set up some relevant punitive measures. For example, malicious hoarding of a large number of sneakers to affect the market or deliberately excite, raise the price, and other behaviors to formulate specific laws and regulations, with means to stop this bad competition, can maintain the fairness of the market. In addition, the regulatory authorities need to strengthen the supervision of the trading of

shoes on the platform to eliminate and crack down on bad behaviors, such as cheating consumers, bad merchants' illegal operations, and other behaviors, to protect the legitimate rights and interests of customers. At the same time, it can promote the industry to formulate industry rules to form a self-disciplined organization, formulate codes of conduct, and standardize market behavior so as to improve the trust of the shoe market and the service quality of the market.

4.2.3 Increase the penetration rate

The lack of legal supervision needs to be addressed, and legislation and market supervision must be strengthened appropriately. In terms of legislation, the relevant government can issue relevant laws and regulations to clearly inform which markets will touch on illegal activities and set up some relevant punitive measures. For example, malicious hoarding of a large number of sneakers to affect the market or deliberately excite, raise the price, and other behaviors to formulate specific laws and regulations, with means to stop this bad competition, can maintain the fairness of the market. In addition, the regulatory authorities need to strengthen the supervision of the trading of shoes on the platform to eliminate and crack down on bad behaviors, such as cheating consumers, bad merchants' illegal operations, and other behaviors, to protect the legitimate rights and interests of customers. At the same time, it can promote the industry to formulate industry rules to form a self-disciplined organization, formulate codes of conduct, and standardize market behavior so as to improve the trust of the shoe market and the service quality of the market.

5. Conclusion

5.1 Key Findings

Through these studies, it can be found that the ultimate purpose of the shoe hype is to create a certain scarcity, enhance the brand value, and stimulate the consumption desire and other forms. This has also successfully transformed pure sports shoes into commodities with cultural characteristics and financial attributes, achieving a double harvest of economic influence and brand benefits. However, this will also have a negative impact, and businesses should try to avoid the occurrence of such incidents

5.2 Research Significance

Through different social network platforms and some media to improve and popularize the basic knowledge of the consumer shoe market and background, the research of consumer purchase process mainly focuses on social and cultural explanations of consumer purchase behavior or prove that can help consumers understand some shoe

market hype mechanism. This can not only help consumers improve their identification ability but also give them a more rational view of the product itself and look at the high-priced products in the shoe market so that many novices can reduce the phenomenon of blindly following the trend. The market economy is the legal economy, which is a good-faith economy. The more developed the market economy is, the more it requires honesty and trustworthiness, which is an important foundation and symbol of modern civilization. For both sides of the transaction, honesty means a win-win situation, which not only realizes its own interests but also realizes the interests of the other side.

In addition, brands and other sales channels should actively advocate positive consumption concepts and encourage consumers to make their own purchase decisions based on the various aspects of their ability and needs rather than because of the high popularity of products. At the same time, products with high collection value are launched to highlight their design aesthetics and production technology so as to guide consumers to pay more attention to their own intrinsic value rather than short-term price fluctuations.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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