

Expanding Cross—Training Shoes of Descente Into Singapore Market

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The initial segment of this paper scrutinizes Descente's promotional strategy for its training shoes in the Singapore market. Subsequently, the introduction section provides a brief overview on Descente's products, emphasizing the age demographic of the product's consumer base in Singapore, preferred purchasing channels and consumer behavior tendencies. This serves as a precursor to the main body of the article. Within the main body, the paper delves into an analysis of the primary marketing strategies, along with a detailed examination of specific operational implementation. Finally, the article concludes by summarizing key insights and evaluating their impact within the marketing domain.

Keywords: international marketing, promotion strategy, Singapore

Introduction

Descente, a Japanese sports brand, was founded in 1935, the brand in the creation of professional sports products in the pursuit of perfection and innovation. The brand's design philosophy is "Design that moves"—a design-driven spirit of sportsmanship that encourages athletes to inspire their potential and dare to break through the challenges of body and mind. Throughout its 88-year history, Descente has always been innovative and challenging, leading the field of sports equipment and other technological innovations and fashion trends.

Descente's training shoes focus on the sporty design of its products, ensuring that its products provide optimal adaptability and comfort during sports by taking into account the flexibility of human movement. The cut of the shoes and the choice of fabrics follow the principles of body-movement design in order to achieve optimal sports performance.

The promotional strategy focuses the target customers on 25-35-year olds who enjoy sports, including industry elites in finance, IT and entrepreneurship, and value healthy living as well as product functionality and fashion. These products are also aimed at the higher income groups due to the size of the market. They also have higher purchasing power and purchase frequency.

Footwear industry has witnessed a significant growth over the period of the time as a result of increasing health awareness and fitness activities, such as aerobics, swimming, running, yoga, and so forth. According to the Singaporean government's statistics, In 2024, the revenue in the Athletic Footwear segment in Singapore is

projected to reach US\$58.51 million. It is anticipated that the market will exhibit an annual growth rate of 3.56% (CAGR 2024-2028).

Main Categories of Promotional Activities

This section of the article focuses on Integrated Marketing Communications (IMC) strategies.

IMC is a cohesive strategy that aligns and harmonizes a Descente's messages across all marketing mediums. It ensures that whether through advertising, social media, or direct marketing, the Descente consistently conveys the core message of its high-end sports brand, strengthening its relationship with the audience and reinforcing its identity at every touchpoint.

Advertising

- Spokesperson strategy: As an actor who combines image and strength, Peng Yuyan, Canadian Chinese male actor and singer, is undoubtedly the "screen star," whom Descente signed as its celebrity spokesperson. He can establish Descente's constantly challenging design philosophy and professional and precise technological innovation image. He can also gain a certain sales volume from celebrity fans, making more people remember the brand.
- Brand and designer cooperation strategy: Descente's comprehensive training shoes focus on comfort, so we can collaborate with renowned Japanese designer Kazuki Kuraishi in product design to showcase more styles of patterns on the appearance of the products.



Figure 1. Products designed by Kazuki Kuraishi (Shanghai Hongni Bee Tide Cultural Communication Co., Ltd., 2019).

Sales Promotion

Online and offline operation strategies (o2o strategies): Mode of sale is based on the two market segments which is retail stores and online stores specifically. The ruling mode of sale is retail stores, the most common channel of sale for market players. The boost in the sports apparel market is due to the favorable demographics and rising inclination towards trendy sportswear. Singapore is one of the fastest-growing countries and a major hub for adopting the latest trends. Currently, selling through retail stores are the dominating mode of sale in the market. But with the widespread adoption of mobile payment technology, the mode of sale is also shifting from retail stores to the online stores.

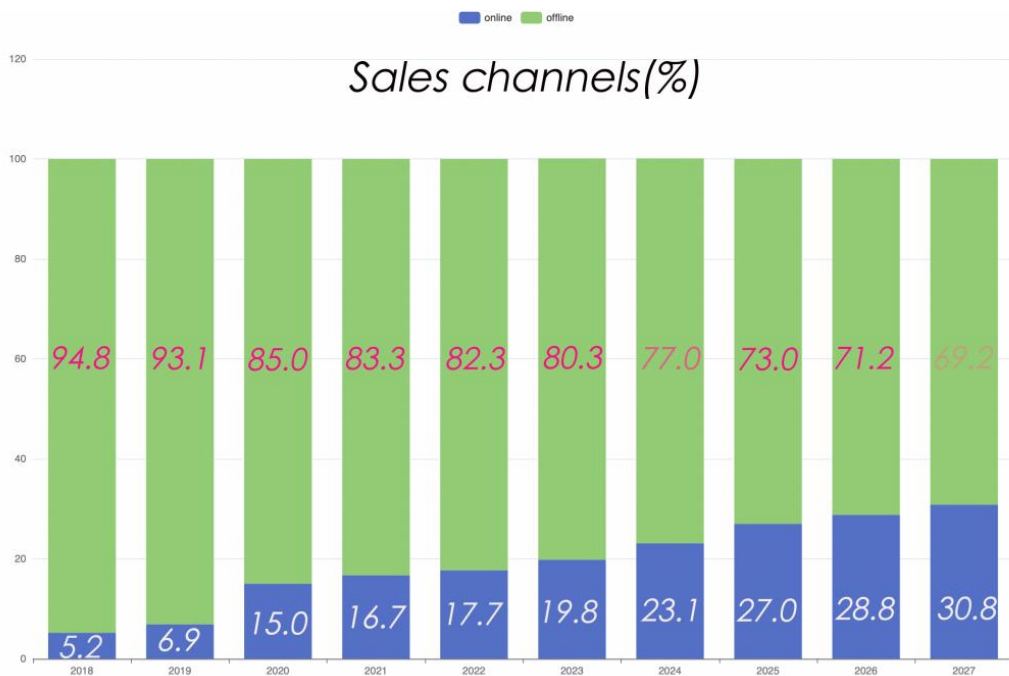


Figure 2. Structure of sales channels for sports shoes in Singapore (Source: www.statista.com, 2024).

Public Relations

Crisis public relations strategies: Netizens are producers, disseminators, and definers of public opinion meanwhile own enormous discourse and initiative. For crisis public relations, listening with affinity and awe can help organizations discover their shortcomings and correct their judgments on future development. According to the data, consumers aged 18-29 are the main purchasing power group in Singapore, with the highest proportion of online shoppers at 46%. Next are those aged 35-44, accounting for 22%. Compared to using traditional media to release statements or hold press conferences, it is particularly important to communicate with consumers through online channels.

Personal Selling

Personal selling is a face-to-face selling technique. Salespeople use interpersonal skills to persuade customers to purchase specific products. Personal selling can take place through two different channels— retail and direct-to-consumer channel. Under the retail channel, salespeople interact with potential customers who come on their own to inquire about products. Under the direct channel, salespeople visit potential customers and try to make them aware of new products that the company is launching.

Other Promotional Activities

Digital Marketing

In 2020, 88.5% of Singapore's population used the Internet, and Internet usage is projected to increase to 93% by 2025. In 2020, the average Internet user in Singapore used the Internet for approximately 8 hours per day, primarily for personal purposes such as online shopping and gaming. In 2021, 96% of Singapore's population owned a smartphone or mobile digital device (Stanton Thomas, 2014). Popularization of electronics makes it even more convenient to access the internet daily and allows for increased digital consumer media consumption.

According to the latest statistics from Social Media Singapore, more and more Singaporean businesses are turning to digital advertising to promote their brands, such as Facebook ads, mobile ads, paid search ads and search engine optimization, which are all on the rise.

Direct Marketing

Direct marketing is the process of using telecommunications and media to communicate product and organisational information to customers (rather than through a third party such as mass media), who can purchase products by post, telephone or via the internet. Direct marketing can take place through catalogue marketing, Direct response marketing, telemarketing, online retailing and direct selling.

The Singapore Code of Advertising Practice (SCAP) is the guiding and regulating principle for advertising in Singapore. The purpose of the SCAP is to ensure and promote the highest ethical advertising standards in Singapore. The Singapore Code has been endorsed by various organisations.

Here are a some of the items covered by the SCAP advertising regulations in Singapore: Guidelines on interactive marketing communications and social media; Guidelines on displaying full prices of advertised products and services; and Disclosure of all commercial relationships in sponsored advertising.

- Email: Email allows Descente to share interactive content such as polls, live shopping carts, infographics, customer feedback requests and more.
- Video: Video advertising is used by brands to engage audiences by inviting them to comment, subscribe, or interact with a call-to-action.
- Audio: For example, after listening to an interactive audio ad on the ad-supported level of Amazon Music on an Alexa-enabled device, customers can simply ask Alexa to “add to cart,” “send me more,” or “remind me”- without interrupting their streaming audio content.

Conclusion

The health and wellness industry in Singapore has been experiencing sustained growth and attracting numerous international brands. Descente stands out due to its unique patented technology and product design features. The training shoes embody a fusion of urban functionality, blending fashion forward aesthetics with sports and lifestyle elements. This essay delves into an exploration of marketing strategies, encompassing primary and ancillary aspects. The primary strategy focuses on fostering sustainable business growth, while the secondary aspect aims to ensure customer satisfaction through product freshness and brand appeal. The overarching goal of these marketing strategies is to elevate product visibility, improve sales volume and cultivate consumer awareness, trust, affinity, and brand loyalty.

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