

A Study on the Relationship between Experiential Marketing of Anta Brand and Brand Attitude, Purchase Intention, and Recommendation Intention

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Abstract: Based on a structural equation model, this study aims to verify the relationships between experiential marketing of the Anta brand and brand attitude, purchase intention, and recommendation intention. A stratified sampling method was employed to select three cities—Beijing, Changsha City in Hunan Province, and Guiyang City in Guizhou Province—where 500 adult consumers with recent Anta purchase experience were surveyed through on-site questionnaires. Data analysis was conducted using SPSS 26.0 and AMOS 21.0, supported by literature review and mathematical statistics. The results indicate that sensory experience, action experience, cognitive experience, and affective experience within experiential marketing have significant positive effects on brand attitude, whereas relational experience shows no significant impact on brand attitude. All dimensions of experiential marketing positively influence purchase intention. Brand attitude significantly and positively affects purchase intention. Brand attitude does not significantly influence recommendation intention. Purchase intention has a significant positive effect on recommendation intention.

Keywords: Experiential Marketing; Brand Attitude; Purchase Intention; Recommendation Intention

Foreword

Driven by the policy of the State Council's National Fitness Program (2021 – 2025), China's sports goods industry has undergone structural upgrading, with its market scale exceeding 5 trillion yuan, establishing itself as the world's most promising sports consumption market. Within this thriving industrial ecosystem, Anta, as a leading domestic sports brand, has become a typical case for studying the construction of local brand value by virtue of its multi-brand strategy and international layout. However, amid increasingly diversified consumer demands and intensifying market competition, Anta still faces challenges such as insufficient brand recognition, weak technological and functional support, and inadequate personalized services. Consequently, the construction of its brand image urgently needs to shift from a traditional product-oriented approach to a consumption ecosystem reconstruction centered on experience. Experiential marketing, as a key vehicle for transmitting brand value, has been endowed with new connotations in the era of digital consumption. Today, consumer demand for sports goods extends beyond basic functionality to encompass emotional connection and social identity. Therefore, this study takes the Anta brand as its research object to systematically explore the mechanism of action between experiential marketing and brand attitude, purchase intention, and recommendation intention, with the aim of providing theoretical foundations and practical references for Anta to expand its market and enhance competitiveness.

1. Research Objectives

This study targets consumers with prior purchase experience of the Anta brand to investigate the relationships between experiential marketing and brand attitude, purchase intention, and recommendation intention. The specific objectives include: examining the influence of experiential marketing on brand attitude; investigating the impact of experiential marketing on purchase intention; analyzing the effect of brand attitude on purchase intention; assessing the influence of brand attitude on recommendation intention; and evaluating the impact of purchase intention on recommendation intention. Through the above research, this study aims to provide empirical evidence and managerial insights for the formulation of experiential marketing strategies in sports brands.

2. Research Subject and Methodology

2.1 Research Subject

This study focuses on the influence relationships between Anta brand experiential marketing and brand attitude, purchase intention, and recommendation intention.

2.2 Research Methodology

2.2.1 Literature Review Method

Approximately 600 relevant documents and publications were retrieved through platforms such as CNKI, the Dankook University Library, the Tongren University Library, and the Tongren Preschool Education College Library, thereby establishing a theoretical foundation for the study.

2.2.2 Questionnaire Survey Method

a: Questionnaire Design and Distribution

The questionnaire comprised two sections: demographic information and scales. The demographic information covered five items: gender, age, educational background, occupation, and consumption level. The scales, consisting of a total of 34 items, were designed based on existing research and finalized after expert review. These items included 23 on experiential marketing, 4 on brand attitude, 3 on purchase intention, and 4 on recommendation intention. A five-point Likert scale was employed, where 1 indicated "Strongly Disagree" and 5 indicated "Strongly Agree," with higher scores reflecting a greater degree of influence^[1].

b: Reliability and Validity Tests of the Questionnaire

Construct validity was assessed for the scales, yielding a KMO value of 0.887 and a significant Bartlett's test of sphericity ($p < 0.001$), confirming suitability for factor analysis. The factor loadings for all items exceeded 0.777, indicating good construct validity. In terms of reliability, the Cronbach's α coefficients for all variables ranged between 0.881 and 0.932, demonstrating satisfactory reliability of the questionnaire (Table 1).

Table 1: Factor Analysis and Consistency Tests of Experiential Marketing, Brand Attitude, Purchase Intention, and Recommendation Intention

Variable	Number of Items	Alpha Value	Items	Factor Loading Values
Relational Experience	5	0.934	GX1	0.837
			GX2	0.876
			GX3	0.850
			GX4	0.871
			GX5	0.860
Sensory Experience	5	0.936	GG1	0.859
			GG2	0.869
			GG3	0.859
			GG4	0.865
			GG5	0.862
Action Experience	4	0.881	XW1	0.777
			XW2	0.793
			XW3	0.849
			XW4	0.802
Cognitive Experience	4	0.922	RZ1	0.857
			RZ2	0.858
			RZ3	0.870
			RZ4	0.875
Affective Experience	5	0.932	QG1	0.869
			QG2	0.858
			QG3	0.864
			QG4	0.850
			QG5	0.838
Brand Attitude	4	0.914	PP1	0.869

Variable	Number of Items	Alpha Value	Items	Factor Loading Values
Purchase Intention	3	0.897	PP2	0.854
			PP3	0.833
			PP4	0.854
			GM1	0.876
			GM2	0.853
			GM3	0.853
Recommendation Intention	4	0.928	TJ1	0.854
			TJ2	0.883
			TJ3	0.865
			TJ4	0.898

2.3 Mathematical Statistics Method

Data processing was conducted using SPSS 26.0 and AMOS 21.0, encompassing descriptive statistics, exploratory factor analysis, confirmatory factor analysis, correlation analysis, and structural equation modeling tests.

3. Results and Analysis

A pilot survey was conducted from September 26 to 30, 2024, conveniently sampling 100 consumers at Anta retail stores. The formal survey was carried out in December 2024 across 9 Anta stores located in three cities, resulting in the collection of 500 valid questionnaires. The basic information of the sample is presented in Table 2.

Table 2: Basic Information of Anta Brand Consumers

Category		Frequency	Percentage (%)
Gender	Male	184	36.8
	Female	316	63.2
Educational Background	Doctorate	16	3.2
	Master's degree	27	5.4
	Bachelor's degree	149	29.8
	Vocational college	228	45.6
	High school / Vocational high school	61	12.2
	Middle school	12	2.4
	Elementary school or below	7	1.4
	Student	261	52.2
	State-owned Enterprise	30	6.0
	Teacher/Civil Servant	54	10.8
Occupation	Private Enterprise	36	7.2
	Foreign Enterprise	4	0.8
	Self-employed	45	9.0
	Unemployed	21	4.2
	Other	49	9.8
	Under 18 years old	3	0.6
	18-25 years old	366	73.2
Age	26-30 years old	47	9.4
	31-40 years old	63	12.6
	41-50 years old	15	3.0
	51-60 years old	2	0.4
	61 years old and above	4	0.8
	RMB 2,000 and below	243	48.6
Consumption Level	RMB 2001-4000	145	29.0
	RMB 4001-6000	68	13.6
	RMB 6,001 and above	44	8.8

3.1 Exploratory Factor Analysis

Exploratory factor analysis was conducted on experiential marketing, extracting five dimensions: relational experience, sensory experience, action experience, cognitive experience, and affective experience. The cumulative variance explained reached 78.762%, with a KMO value of 0.950 and a significant Bartlett's test ($p < 0.001$). The KMO value, measuring the partial correlation coefficients among variables, indicates suitability for factor analysis if it exceeds 0.6 (Kaiser, 1974)^[2]. The cumulative variance explained for brand attitude, purchase intention, and recommendation intention was 81.592%, with a KMO value of 0.887 and a significant Bartlett's test ($p < 0.001$). Detailed results are shown in Table 3 and Table 4.

Table 3: Exploratory Factor Analysis of Brand Experiential Marketing

Factor	1	2	3	4	5	h^2
Experiential Marketing	0.246	0.786	0.229	0.150	0.135	0.771
	0.273	0.780	0.258	0.221	0.081	0.805
	0.272	0.777	0.242	0.160	0.141	0.781
	0.261	0.790	0.217	0.213	0.126	0.801
	0.200	0.807	0.242	0.160	0.175	0.805
	0.834	0.220	0.155	0.165	0.101	0.806
	0.808	0.232	0.231	0.179	0.104	0.802
	0.792	0.226	0.212	0.211	0.132	0.786
	0.798	0.250	0.218	0.193	0.107	0.795
	0.800	0.258	0.197	0.186	0.121	0.794
	0.121	0.082	0.106	0.122	0.823	0.725
	0.085	0.174	0.030	0.093	0.844	0.759
	0.153	0.120	0.176	0.151	0.821	0.765
	0.059	0.091	0.200	0.131	0.812	0.729
	0.189	0.201	0.255	0.810	0.115	0.810
	0.236	0.171	0.255	0.792	0.169	0.805
	0.219	0.197	0.222	0.809	0.175	0.822
	0.223	0.224	0.251	0.788	0.170	0.812
	0.215	0.248	0.799	0.220	0.105	0.806
	0.167	0.250	0.780	0.241	0.178	0.789
	0.224	0.261	0.750	0.281	0.170	0.789
	0.263	0.225	0.781	0.185	0.144	0.784
	0.204	0.227	0.790	0.205	0.126	0.775
	Total	4.040	3.901	3.227	3.088	
	Variance Percentage	17.565	16.960	16.780	14.031	13.426
	Cumulative %	17.565	34.525	51.305	65.336	78.762

KMO=0.950, Bartlett: $X^2=9616.562$, $df=253$, $P<0.001$

Table 4: Exploratory Factor Analysis of Brand Attitude, Purchase Intention, and Recommendation Intention

Factor	1	2	3	h^2
Brand Attitude	0.103	0.856	0.253	0.807
	0.040	0.877	0.199	0.810
	0.096	0.839	0.248	0.775
	0.052	0.857	0.240	0.794
	0.255	0.307	0.816	0.826
Purchase Intention	0.199	0.303	0.834	0.826
	0.201	0.294	0.843	0.838
	0.876	0.072	0.169	0.801
	0.906	0.064	0.127	0.842
Recommendation Intention	0.875	0.106	0.185	0.810
	0.900	0.047	0.183	0.846
	3.333	3.234	2.408	
Total	3.333	3.234	2.408	
Variance Percentage	30.303	29.402	21.887	
Cumulative %	30.303	59.705	81.592	

KMO=0.887, Bartlett: $X^2=4201.339$, $df=55$, $p<0.001$

3.2 Confirmatory Factor Analysis

Confirmatory factor analysis was conducted using AMOS 21.0. The Average Variance Extracted (AVE) for each variable exceeded 0.5, and the Composite Reliability (CR) for all variables was above 0.7. Regarding model fit, ideal fit is indicated when the Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) are close to or exceed 0.90, while a Root Mean Square Error of Approximation (RMSEA) below 0.05 suggests good fit, and a value between 0.05 and 0.08 indicates acceptable fit (Bentler, 1990)^[3]. The model fit indices were satisfactory (TLI=0.983, CFI=0.984, RMSEA=0.030), demonstrating that the measurement model possessed good convergent validity and discriminant validity (Table 5).

Table 5: Confirmatory Factor Analysis of Experiential Marketing, Brand Attitude, Purchase Intention, and Recommendation Intention

Variable	Standardized Loading	Measurement Error	AVE	CR			
Relational Experience	0.837	0.043	0.738	0.934			
	0.876	0.045					
	0.850	0.044					
	0.871	0.044					
	0.860	0.045					
Sensory Experience	0.859	0.038	0.744	0.936			
	0.869	0.038					
	0.859	0.038					
	0.865	0.039					
	0.862	0.039					
Action Experience	0.777	0.052	0.649	0.881			
	0.793	0.057					
	0.849	0.060					
	0.802	0.059					
	0.857	0.040					
Cognitive Experience	0.858	0.039	0.748	0.922			
	0.870	0.041					
	0.875	0.041					
	0.869	0.036					
	0.858	0.035					
Affective Experience	0.864	0.036	0.733	0.932			
	0.850	0.036					
	0.838	0.036					
	0.869	0.038					
	0.854	0.039					
Brand Attitude	0.833	0.039	0.727	0.914			
	0.854	0.038					
	0.876	0.038					
	0.853	0.038					
	0.853	0.039					
Purchase Intention	0.854	0.038	0.741	0.896			
	0.883	0.038					
	0.865	0.039					
	0.898	0.039					
	0.854	0.038					
Recommendation Intention	0.883	0.038	0.766	0.929			
	0.865	0.039					
	0.898	0.039					
	x²=730.845, df=504, x²/df=1.450, TLI=0.983, CFI=0.984, NFI=0.951, RMSEA=0.030						

3.3 Correlation Analysis

Pearson correlation analysis revealed that all dimensions of experiential marketing showed significant positive correlations with both brand attitude and purchase intention ($p < 0.01$). This indicates that higher satisfaction with experiential marketing corresponds to a more positive brand attitude and a stronger purchase intention (Table 6).

Table 6: Results of Correlation Analysis Between Variables

Variables	Relational Experience	Sensory Experience	Action Experience	Cognitive Experience	Affective Experience	Brand Attitude	Purchase Intention	Recommendation Intention
Relational Experience	1							
Sensory Experience	0.612**	1						
Action Experience	0.367**	0.333*	1					
Cognitive Experience	0.542**	0.546*	0.397*	1				
Affective Experience	0.621**	0.565*	0.392*	0.613*	1			
Brand Attitude	0.445**	0.460*	0.362*	0.472*	0.530*	1		
Purchase Intention	0.645**	0.670*	0.553*	0.695*	0.693*	0.577*	1	
Recommendation Intention	0.423**	0.431*	0.172*	0.339*	0.418*	0.205*	0.428*	1

3.4 Research Model Fit Test

The fit indices for the structural equation model are as follows: $\chi^2/df = 1.450$, RMSEA = 0.030, NFI = 0.951, IFI = 0.984, CFI = 0.984, TLI = 0.983. All indices have reached ideal levels, indicating good model fit (Table 7).

Table 7: Analysis Results of Model Fit Test

Model	X ²	df	X ² /df	RMSEA	NFI	RFI	IFI	CFI	TLI
Fit Index	730.845	504	1.450	0.030	0.951	0.946	0.984	0.920	0.983
Evaluation Criterion			Below 3	Below 0.08	Above 0.9	Above 0.9	Above 0.9	Above 0.9	Above 0.9

3.5 Hypothesis Testing Results

The research hypotheses were tested using structural equation modeling path analysis. The results, as shown in Table 8, are as follows: sensory experience, action experience, cognitive experience, and affective experience have a significant positive effect on brand attitude, while the effect of relational experience is not significant. All dimensions of experiential marketing have a significant positive effect on purchase intention. Brand attitude has a significant positive effect on purchase intention. The effect of brand attitude on recommendation intention is not significant. Purchase intention has a significant positive effect on recommendation intention.

Table 8: Analysis Results of Hypothesis Testing

	Path Coefficient	Standardized Path Coefficient	Measurement Error	T-value	Hypothesis Result
H1-1 Relational Experience → Brand Attitude	0.043	0.041	0.064	0.663	Not supported
H1-2 Sensory Experience → Brand Attitude	0.143	0.152	0.055	2.587**	Supported
H1-3 Action Experience → Brand Attitude	0.174	0.143	0.058	2.993**	Supported

H1-4 Cognitive Experience → Brand Attitude	0.139	0.144	0.058	2.388*	Supported
H1-5 Affective Experience → Brand Attitude	0.261	0.295	0.058	4.543** *	Supported
H2-1 Relational Experience → Purchase Intention	0.117	0.122	0.039	3.035**	Supported
H2-2 Sensory Experience → Purchase Intention	0.216	0.248	0.034	6.383** *	Supported
H2-3 Action Experience → Purchase Intention	0.254	0.224	0.037	6.945** *	Supported
H2-4 Cognitive Experience → Purchase Intention	0.229	0.256	0.036	6.428** *	Supported
H2-5 Affective Experience → Purchase Intention	0.165	0.201	0.035	4.647** *	Supported
H3 Brand Attitude → Purchase Intention	0.11	0.119	0.032	3.463** *	Supported
H4 Brand Attitude → Recommendation Intention	-0.159	-0.154	0.062	-2.566* *	Not supported
H5 Purchase Intention → Recommendation Intention	0.656	0.587	0.07	9.354** *	Supported

*p<.05, **p<.01, *** p<.001

Using AMOS 21.0 software, the structural equation model path was analyzed, and the results are shown in Figure 1.

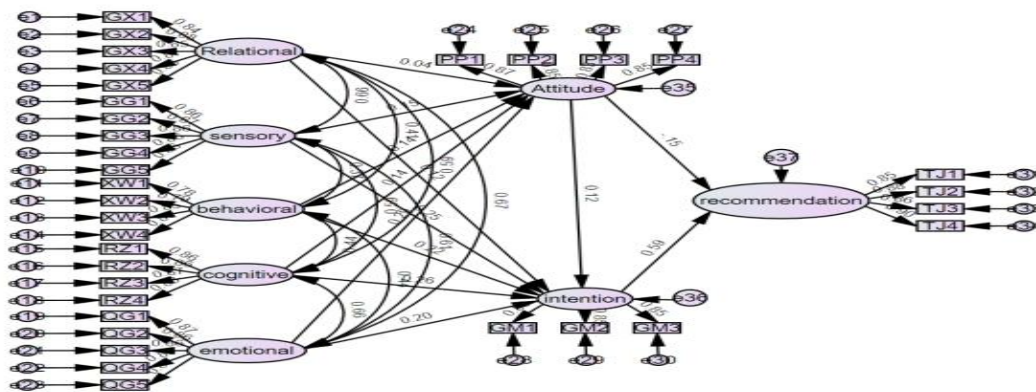


Figure 1: Research Model and Hypothesis Testing Results

Conclusions and Recommendations

Through empirical analysis of 500 Anta consumers, this study draws the following conclusions: sensory, action, cognitive, and affective experiences in experiential marketing have a positive impact on brand attitude, while the influence of relational experience is not significant. All dimensions of experiential marketing can effectively enhance consumers' purchase intention. A positive brand attitude can promote the formation of purchase intention. Brand attitude does not have a significant direct effect on recommendation intention. Purchase intention has a significant positive effect on recommendation intention.

Based on the above conclusions, the following management recommendations are proposed: Optimize sensory and affective experiences: Anta should further enhance sensory stimulation and emotional resonance in store environments, product design, and interactive activities to improve brand appeal. Deepen cognitive and action experiences: Strengthen consumer awareness of product functionality and brand value through product trials, sports community activities, and other means to

foster a sense of participation and belonging. Reduce reliance on relational experience alone: In brand building, excessive dependence on customer relationship management should be avoided, and it should instead be integrated into multi-dimensional experiential strategies. Promote the transition from purchase to recommendation: Encourage consumers who have completed purchases to actively recommend the brand through member incentives, word-of-mouth communication mechanisms, and other methods to expand brand influence. Continuously monitor the relationship between brand attitude and behavior: The positive transformation of brand attitude should be aligned with specific market stages and consumer group characteristics, avoiding the simplistic application of theoretical conclusions.

This study validates the influence pathways of experiential marketing on brand attitude, purchase intention, and recommendation intention, providing theoretical support and strategic direction for Anta and other sports brands in their marketing practices in the experience economy era.

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