

The Trend Upgrade and Response Strategies of Sports Consumption in the New Era

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Abstract: *This paper aims to explore the trend upgrading and response strategies of sports consumption in the new era. In the new era, sports consumption presents characteristics such as personalization, diversification, technologization, and globalization. Faced with these changes, enterprises need to strengthen sports IP and brand construction, promote sports technology innovation and application, improve sports consumption experience and service level, and strengthen government guidance and supervision strategies to meet the constantly upgrading sports consumption needs of consumers. In the future, with the development of technology and the strengthening trend of globalization, the sports industry will further integrate and innovate, becoming a more prosperous and diversified market.*

Keywords: *the new era, sports consumption, consumer experience*

1. Introduction

Sports consumption, as a special form of consumption, not only represents people's love and pursuit of sports, but also carries cultural, economic, and social significance [1]. With the rapid development of the social economy and the improvement of people's living standards, sports consumption has become an important consumption field, playing an increasingly important role in promoting the development of the sports industry, promoting healthy lifestyles, and shaping the image of cities.

However, in the context of the new era, sports consumption is facing many challenges and opportunities of trend upgrading. With the rapid development of digital technology, sports event dissemination, sports IP development, and sports derivative product promotion have shown unprecedented vitality and potential [2]. At the same time, consumer demand for sports consumption is becoming increasingly diverse and personalized, which puts significant pressure on traditional sports consumption models and industrial patterns to be adjusted and redefined. Therefore, it is particularly urgent and necessary to conduct in-depth research on the trend upgrading of sports consumption and corresponding response strategies in the context of the new era.

This paper aims to conduct an in-depth analysis of the trend upgrading of sports consumption in the new era, combined with multiple factors such as consumer behavior, technological development, and market competition, to explore the challenges and opportunities faced by sports consumption, and propose corresponding response strategies. Through this study, the aim is to provide useful references for government departments, corporate institutions, and related researchers, promote sustainable development in the field of sports consumption, and promote the prosperity and healthy development of the sports industry.

Therefore, the research purpose of this article is to comprehensively grasp the trend upgrading of sports consumption in the context of the new era, analyze its characteristics, challenges and opportunities, propose corresponding response strategies, and verify through case analysis. Ultimately, it is expected to provide theoretical support and practical guidance for promoting the development and growth of China's sports consumption market and promoting the high-quality development of the sports industry.

2. Analysis of the trend upgrading of sports consumption in the new era

With the continuous improvement of social economy and people's living standards, sports consumption has become an indispensable part of people's daily lives. In the context of the new era,

sports consumption has also experienced a series of trend upgrades.

2.1 Development status of domestic and international sports consumption market

In recent years, the global sports industry has continued to develop rapidly, and sports consumption has gradually become a large and diversified market. According to statistics, the global sports market reached \$471 billion in 2019 and is expected to grow to \$614 billion by 2025, with a compound annual growth rate of 4.3%. Meanwhile, as one of the world's largest sports consumption markets, China is also rapidly developing [3]. According to relevant data, the size of China's sports consumption market has exceeded 400 billion yuan in 2018, and is expected to exceed 800 billion yuan by 2025.

In the domestic sports industry, traditional sports such as football, basketball, and table tennis still dominate. However, in recent years, more and more brands have started to venture into other sports, such as tennis, swimming, athletics, etc., to meet the increasingly diverse needs of consumers. At the same time, additional industries such as sports venues, clubs, and sports equipment are gradually developing and growing, and with the promotion of digital technology, more and more integration and innovation are taking place between these additional industries and the traditional sports industry.

2.2 The impact of technological progress on sports consumption

With the development of technology, sports consumption is increasingly influenced by digital technology and the Internet. For example, when it comes to watching games, people can now watch them through channels such as live streaming, mobile applications, and social media, without having to go to the venue in person [4]. In addition, the rapid popularization of virtual reality and augmented reality technology has also provided people with a richer viewing experience.

In the field of sports equipment, the application of digital and intelligent technology also provides consumers with more personalized choices. For example, some manufacturers are using 3D printing technology to provide customers with customized insoles that fit their foot shape and gait; The emergence of smart wristbands and smartwatches allows consumers to better manage their exercise status and lifestyle by monitoring their exercise and health data.

2.3 Changes in consumption patterns caused by sports IP and fan economy

With the development of sports IP and fan economy, consumer demand for sports consumption is also showing a trend of diversification, personalization, and socialization. For example, more and more fans are starting to purchase jerseys and merchandise from star players to express their support for their beloved players; At the same time, the rapid development of the esports industry has also brought new opportunities and challenges to sports IP and fan economy.

Under these new consumption patterns, consumers no longer rely on simple forms such as ticket buying and shopping, but rather place more emphasis on experience, communication, and participation. Therefore, enterprises cannot only meet the product needs of consumers, but also need to provide more precise customized services and a more comprehensive product ecosystem to meet the diversified needs of consumers.

In summary, under the background of the new era, sports consumption has shown an upgrading trend of diversification, personalization, and digitization. Faced with these trends, enterprises need to constantly innovate and adjust to adapt to the increasingly diverse needs of consumers and promote the high-quality development of the sports consumption industry.

2.4 Characteristics of upgraded sports consumption trends in the new era

In the context of the new era, sports consumption is showing an upgrading trend of diversification, personalization, and digitization. This trend is particularly evident in the following three aspects: diversified sports consumption demand, consumption upgrading of sports events and event derivatives, and integration and innovation of the sports industry.

Firstly, diversified sports consumption demand has become one of the characteristics of the new era. Traditional sports such as football and basketball are still loved by people, but at the same time, more and more non-traditional sports such as tennis, swimming, athletics, etc. are also emerging and receiving attention. Consumer demand for sports consumption is no longer limited to watching games,

but also includes participating in sports, purchasing sports equipment, health management, and so on. The demand for sports consumption by consumers is showing a diversified trend, and enterprises need to provide more personalized and customized products and services according to their needs.

Secondly, the consumption upgrade of sports events and event derivatives is one of the important characteristics of sports consumption in the new era. With the development of sports IP and fan economy, consumers are no longer limited to the results of sports events, but pay more attention to the experience and participation of sports events. Event derivatives have also become one of the important ways for consumers to express their love for athletes and team support. Consumers also have higher requirements for sports derivatives. In addition to traditional jerseys and merchandise, they hope to purchase more unique and personalized products. Therefore, enterprises need to meet the constantly upgrading needs of consumers for sports events and event derivatives through innovative design, collaborative promotion, and other means.

Finally, the integration and innovation of the sports industry is one of the important characteristics of sports consumption in the new era. Driven by digital technology, the sports industry is deeply integrating with other fields, such as the Internet, artificial intelligence, big data, etc. This integration is not only reflected in the traditional sports industry, but also involves emerging fields such as esports and virtual reality. Enterprises need to constantly innovate and break through, using technological means to provide more intelligent and personalized products and services to meet the new needs of consumers for sports consumption.

In summary, the characteristics of the upgrading trend of sports consumption in the new era include diversified sports consumption demand, consumption upgrading of sports events and event derivatives, as well as the integration and innovation of the sports industry. Enterprises need to closely monitor changes in consumer demand, constantly innovate and adjust to adapt to the development trend of the sports consumption market, and promote the sustained and healthy development of the sports consumption industry.

3. Challenges and opportunities for the upgrading of sports consumption trends in the new era

3.1 The challenges brought by the personalization and diversification of consumer needs

In the new era, consumer demand for sports consumption has become more personalized and diversified, which has brought some challenges to the traditional sports industry. The traditional sports industry is often accustomed to providing standardized products and services, but now consumers crave a more personalized and customized sports consumption experience [5]. Therefore, enterprises need to change their thinking, increase research and development efforts, continuously innovate and optimize products to meet the needs of consumers for personalized and diversified sports consumption. In addition, enterprises also need to strengthen interaction and communication with consumers, understand their needs and feedback, in order to better provide products and services that meet their expectations.

However, the personalization and diversification of consumer needs also bring opportunities. For enterprises that can timely capture changes in consumer demand and make corresponding adjustments, they will be able to win the favor of consumers and stand out in the fiercely competitive market. By providing personalized customized products and services, enterprises can establish closer connections with consumers, improve user stickiness and loyalty. The diversification of consumer demand also brings opportunities for enterprises to expand their markets, which can be met by developing new sports projects, launching innovative event derivatives, and other means to meet the needs of different consumer groups.

3.2 Competition and cooperation between traditional sports industry and emerging technology enterprises

The upgrading of sports consumption trends in the new era has also triggered competition and cooperation between traditional sports industries and emerging technology enterprises. The traditional sports industry is facing challenges from emerging technology companies that utilize technologies such as the internet, artificial intelligence, and big data to provide a more convenient and personalized sports consumption experience [6]. The traditional sports industry needs to face this competitive pressure, strengthen its own technological innovation and transformation and upgrading, in order to maintain

competitiveness.

However, there are also opportunities for cooperation between the traditional sports industry and emerging technology enterprises. Both parties can achieve resource sharing and complementary advantages through win-win cooperation. The traditional sports industry has rich industry experience and resources, while emerging technology enterprises have innovative technological capabilities and channel advantages. Both parties can cooperate in the fields of digitization and intelligence, jointly develop new sports consumption products and services, enhance user experience, and expand market share.

3.3 The impact of policies and regulations on the sports consumption industry

Policies and regulations play an important guiding and regulatory role in the development of the sports consumption industry. The government's formulation of relevant policies and regulations is conducive to promoting the healthy development of the sports industry, protecting consumer rights, and promoting the prosperity of the sports consumption market.

However, policies and regulations may also have certain impacts and challenges on the sports consumption industry. Certain restrictive policy measures may limit the development space of enterprises and increase their operating costs. In addition, frequent changes in policies and regulations have brought uncertainty to enterprises, requiring timely adjustment and adaptation.

However, at the same time, policies and regulations have also brought opportunities for the sports consumption industry. The government's support for the sports industry is constantly increasing, through a series of preferential policies and support measures, encouraging enterprises to increase investment, strengthen innovation, and promote the development of the sports consumption industry. The government also strengthens supervision on health, environmental protection, and other aspects to promote the standardization and healthy development of the sports consumption market.

In summary, the upgrading of sports consumption trends in the new era has brought challenges and opportunities for personalized and diversified consumer demands. There is a competitive and cooperative relationship between the traditional sports industry and emerging technology enterprises. The impact of policies and regulations on the sports consumption industry has both positive driving effects and certain challenges. Enterprises need to actively respond to these challenges, seize opportunities, continuously innovate and adjust to adapt to the changes in the sports consumption market in the new era, and promote the healthy development of the sports consumption industry.

4. Strategies for coping with the upgrading trend of sports consumption in the new era

4.1 Strengthen sports IP and brand building

In order to meet the personalized and diversified sports consumption needs of the new era, enterprises can strengthen sports intellectual property (IP) and brand building. Firstly, enterprises can actively explore and cultivate high-quality sports IPs, including athletes, events, clubs, etc., to create sports brands with high visibility and influence. By operating sports IPs well, enterprises can attract more consumers to pay attention to and participate in sports activities, thereby improving brand value and market competitiveness.

In order to cultivate high-quality sports IPs, enterprises can cooperate with outstanding athletes and establish long-term stable cooperative relationships. By signing endorsements with celebrity athletes or launching personal brands, companies can leverage the influence and popularity of athletes to enhance their brand image. At the same time, companies can also closely link their own brands with popular events by providing sponsorship support and naming events, further expanding brand awareness and recognition.

In addition, companies can enhance the attractiveness and uniqueness of sports brands by launching limited edition products, customized products, and other means. The launch of limited edition products can create scarcity, stimulate consumer purchasing desire, and endow brands with unique value. Customized products can meet the personalized needs of consumers and provide them with a more personalized experience in sports consumption. Through these innovative product strategies, enterprises can further consolidate consumer recognition and loyalty to the brand.

In short, strengthening sports IP and brand building is an important strategy to address the

personalized and diversified sports consumption needs of the new era. By actively exploring and cultivating high-quality sports IPs, collaborating with athletes, and launching limited edition products, enterprises can create sports brands with high visibility, influence, and uniqueness, thereby attracting more consumers to participate in sports activities and enhancing the brand's market competitiveness and value.

4.2 Promoting innovation and application of sports technology

In the new era, innovation and application of sports technology are crucial for improving the sports consumption experience. Enterprises can increase investment in sports technology and promote the research and application of related technologies. For example, by utilizing big data analysis techniques to deeply mine athlete performance, competition data, etc., personalized data analysis and training suggestions can be provided to consumers. In addition, technologies such as virtual reality (VR) and augmented reality (AR) can be used to provide an immersive gaming experience, bringing consumers into the competition scene, increasing participation and interactivity. Enterprises can also combine artificial intelligence (AI) technology to develop intelligent health management and motion assistance devices to meet the needs of consumers for health management and personalized training.

4.3 Improving sports consumption experience and service level

In order to meet the needs of consumers for personalized and diversified sports consumption, enterprises need to continuously improve their consumer experience and service level. Firstly, enterprises can provide more convenient and flexible purchasing methods by establishing integrated online and offline sales channels, such as e-commerce platforms, mobile applications, etc. In addition to traditional physical store sales, enterprises can also provide consumers with a more convenient shopping experience through online channels, such as online shopping, express delivery and other services, to meet the growing demand for online shopping.

Secondly, companies can enhance user experience design and provide personalized products and services, including customized jerseys and personalized training plans. By deeply understanding and accurately grasping consumer needs, enterprises can tailor sports products and services that meet their personalized needs, thereby improving consumer satisfaction and loyalty. The provision of personalized products and services will help businesses establish closer connections with consumers, enhance brand value and competitiveness.

Finally, enterprises can also strengthen after-sales service, provide professional sports consultation and guidance, as well as after-sales support, to improve consumer satisfaction and loyalty. After consumers purchase sports products, enterprises can provide consumers with a more comprehensive sports service experience by providing regular sports and health advice, popularizing sports science knowledge, and enhancing consumer trust and dependence on the brand. In addition, establishing a comprehensive after-sales service system, including return and exchange policies, quality assurance, etc., can also effectively improve consumer confidence and satisfaction in purchasing.

In summary, in order to meet the needs of consumers for personalized and diversified sports consumption, enterprises need to continuously improve their consumer experience and service level. By establishing a sales channel that integrates online and offline, providing personalized products and services, and strengthening after-sales service, enterprises can better meet the needs of consumers, enhance brand image and market competitiveness.

4.4 Strengthen government guidance and supervision

The government plays an important role in guiding and regulating the sports consumption industry. The government can encourage enterprises to increase investment, strengthen technological innovation and research and development, and promote the healthy development of the sports industry by formulating relevant policies. The government can also strengthen supervision of the sports consumption market, protect the legitimate rights and interests of consumers, and combat unfair competition and infringement. In addition, the government can organize and support sports and cultural activities, enhance public awareness and participation in sports consumption, and create a good consumption environment.

In summary, strategies to address the upgrading trend of sports consumption in the new era include strengthening sports IP and brand construction, promoting sports technology innovation and application,

improving sports consumption experience and service level, and strengthening government guidance and supervision. Enterprises need to actively embrace change, constantly innovate and adjust to meet the personalized and diversified sports consumption needs of consumers, and work together with the government to promote the healthy development of the sports consumption industry.

5. Conclusion

With the development of social economy and the improvement of people's living standards, sports consumption in the new era presents characteristics such as personalization, diversification, technology, and globalization. In the face of these changes, enterprises need to strengthen sports IP and brand building, promote sports technology innovation and application, improve sports consumption experience and service level, and strengthen government guidance and supervision strategies to meet the constantly upgrading sports consumption needs of consumers. In the future, with the development of technology and the strengthening trend of globalization, the sports industry will further integrate and innovate, becoming a more prosperous and diversified market.

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