

# Research on the comfort of consumption in Beijing in the context of building an international consumption center city - taking sports consumption as an example

Yu Wang, Yafei Xiao, Xinyu Zhang, Hanxiong Wang

*School of Economics, Beijing Technology and Business University, Beijing, China*

**Abstract:** *This paper qualitatively analyzes the comfort level of sports consumption in Beijing using the literature research method with reference to the requirements for the construction of Beijing as an international consumption center city. The study finds that Beijing's sports consumption has increased brand awareness, various sports events are actively organized, spectator sports are developed online, and the sports training market is growing rapidly. However, at the same time, there are also existing deficiencies such as low influence of domestic sports brands, insufficient development of sports event content, and single supply of sports training industry. Therefore, it is necessary to enhance the comfort level of sports consumption by strengthening the construction of domestic brands, developing local competition business, and innovating the development mode of sports training, so as to help the construction of Beijing as an international consumption center city.*

**Keywords:** *Beijing; International Consumer Center City; Consumer Comfort; Sports Consumption; Countermeasure Suggestions*

## 1. Introduction

In August 2021, the General Office of the Beijing Municipal Party Committee and the Municipal People's Government issued the "Implementation Plan for Beijing to Foster and Build an International Consumption Center City (2021-2025)", with the core objective of comprehensively promoting consumption, docking with the global consumer market, and cultivating a new growth pole of China's economy driven by consumption. "One of the indicators for the construction of Beijing as an international consumption center is the comfort level of consumption. "In 2019, the General Office of the State Council issued the "Outline for the Construction of a Strong Sports Country", in which it is clearly proposed that by 2035, the sports industry will be promoted as a pillar industry of the national economy [1]. Sports consumption, as the final link of social reproduction, has a key role in the development of the industry. In the process of building Beijing as an international consumption center city, it is necessary to vigorously develop the sports industry and promote the upgrading of sports consumption. And giving full play to the leading and demonstration role of sports consumption in Beijing is also conducive to reaching the construction goal of the international consumption center city. Therefore, this paper combines consumption comfort with sports consumption, explores the current situation of sports consumption comfort in Beijing, and puts forward reasonable development suggestions based on this, in order to provide a basis for decision making to enhance the comfort of sports consumption in Beijing.

## 2. The state of comfort of sports consumption in Beijing

### 2.1. Increased brand awareness among sports companies

With the steady increase in disposable income of Beijing residents, the total sports consumption market has gradually expanded and the brand economy has developed rapidly. The brand effect of physical sports consumption, such as sports shoes and apparel, is prominent, and consumers are more willing to pay brand premiums. At the policy level, the Beijing Municipal People's Government will be committed to promoting the international and branded development of consumption, focusing on creating a concentration of international brands and an incubator for local brands. It will further stimulate sports brand consumption by vigorously developing the first store debut economy. It will support the landing of first stores and flagship stores of various famous brands, create a "green channel" for brand first store services, and continue to promote the process of building an international consumption center city.

At the enterprise level, in the context of the continuous improvement of the market economy system, the consumer comfort and the degree of consumer stickiness have become the key factors for sports brands to stand out in the highly competitive globalized market. A good and profound brand image not only provides consumers with a more comfortable consumption feeling psychologically, but also attracts certain consumer groups and increases customer stickiness for the brand itself. The brand awareness of enterprises is getting stronger and stronger, in order to enhance consumer comfort and increase user stickiness, hoping to establish a unique and good brand image to arouse consumers' desire to buy and increase the repurchase rate of consumers. Therefore, many enterprises have increased their investment in the intangible asset of brand.

## ***2.2. Active preparation for various sports events***

As the national capital, Beijing often hosts various well-known sports events. The 2022 Beijing Olympic Winter Games have been the most anticipated in recent years, and their successful convening has created a wave of ice and snow sports fever in Beijing and nationwide. This world-class event has led to an increase in consumption of various ice and snow sports, including sports tourism, sports equipment and peripheral products. In terms of commercial sports events, with the Winter Olympics ice and snow sports fever, Beijing has actively introduced high-level ice and snow events such as figure skating and skiing, providing more event resources for consumers. In the competitive performance industry, the "game day economy" has been vigorously developed through online and offline joint promotion, further developing the contribution of sports events to economic development. In addition, Beijing also insists on organizing large-scale high-quality events such as the Beijing International Mountain Trekking Conference, the Beijing Marathon and the China Open Tennis Tournament. The successful holding of various sports events will undoubtedly give a huge boost to Beijing's sports consumption.

## ***2.3. Spectator sports online development***

Live streaming of online sporting events in Beijing has ushered in a boom, and the viewing public has started to shift to streaming media. During the Winter Olympic Games held in Beijing, CCTV platform provided full-coverage live broadcast of the events for the general audience with its all-media communication system of large and small screen linkage and leading global broadcasting technology. According to CCTV statistics, the total reach of all relevant feature reports on the Beijing Winter Olympic Games has accumulated to 48.474 billion times, and the reach of the new media multi-dimensional platform has far exceeded one-third of the total reach. Today, Beijing residents can more easily watch the games through cell phones, tablets and other mobile Internet devices. Thanks to the rapid development of Internet technology, the Beijing Winter Olympic Games have achieved an unprecedented global viewing record in terms of streaming media, with a total of 3.9 billion minutes spent watching the Beijing Winter Olympic Games in streaming media, compared to a total of 400 million minutes spent watching all previous Winter Olympic Games on the same platform. Thanks to the addition of streaming platforms, the media matrix for the Beijing Winter Olympics broadcast is richer, with a broader reach, and is welcomed by more users, especially younger audiences. The Olympic Games, which used to rely heavily on traditional TV broadcasting, have now gradually shifted to streaming media.

## ***2.4. Sports training market is growing rapidly***

As an important part of sports consumption, the sports training industry as a whole is developing rapidly and gradually becoming a consumption hotspot for Beijing residents. At the macro policy level, in 2019, the Action Plan to Further Promote Sports Consumption issued by the State General Administration of Sports clearly proposes to guide and support the development of sports training courses and vigorously develop the sports training market [2]. Led by macro policies, the development of the sports training industry is guaranteed. At the level of education reform, with the implementation of the education reform program led by "double reduction", youth physical education and training will gain huge development space due to the market released by the "reduction of burden" in subject-based education. At the same time, under the high importance of the national sports quality growth of youth, the value of Beijing's physical education examination will gradually increase to 70 points, and will even be included in the entrance examination in the future, which will inevitably stimulate a greater market demand for the sports training industry and provide a large number of students for the youth sports training industry. At the level of social consciousness, with the improvement of people's living standards, sports consumption as a higher level of consumer demand, people pay attention to more and more sports

training programs are also favored by consumers. Under the influence of favorable factors from all sides, the overall growth rate of the industry is fast and there is huge room for future development. From the statistical data, under the influence of the new crown epidemic, the added value of the total scale of the national sports industry declined by 4.6% in 2020, while the sports education and training industry still maintained a growth of 5.7%, which objectively illustrates the development potential of the sports training market [3].

### **3. Deficiencies in the comfort level of sports consumption in Beijing**

#### ***3.1. Low influence of domestic sports brands***

In today's market, domestic sports brands are inferior to foreign brands in terms of communication effectiveness and influence [4]. In today's fast-moving marketplace, where sports brands are inundated with new products and are being introduced at a rapid pace, domestic brands face challenges in entering existing markets. Domestic sports brands are currently less innovative than foreign brands and are unable to grasp the psychological preferences of consumers more quickly. The physical sports consumption needs of different residents differ significantly, yet at this stage, domestic brands lack a more detailed user segmentation for the sports consumption market, which makes it difficult to meet the demand preferences of various consumer groups. Therefore, it is difficult for domestic sports brands to provide corresponding product development and market development directions according to consumers' differentiated consumption needs, which in turn makes it difficult to meet the preferences of various consumer groups in a timely manner [5]. Domestic sports brands do not have enough publicity, and it is difficult to maintain brand popularity, and the overall recognition of domestic sports brands by consumers is lower than that of foreign brands. Domestic sports brands can take advantage of hot events and the timing of online nationalism for timely marketing communication, but this effect is often short-term and accompanied by some chaos, such as the purchase boom and out-of-stock problem of Hongxing Erke [6]. The long-term communication effect and influence of domestic sports brands want to maintain is a major challenge for all domestic sports brands today.

#### ***3.2. Inadequate development of sports event content***

Compared with the requirements for the construction of an international consumption center city, Beijing currently lacks sports event resources with high attractiveness and influence, and the number of well-known brand events is small. China's sports competition and performance industry is still in the middle and low-end supply stage in terms of project creation, event setting and market promotion [7]. In the existing competition programs, especially the rivalry competition programs, the overall competitive level is generally low, which reduces the ornamental nature of the competition. At the same time, the overall scale of sports intermediary organizations has not been fully developed, and there is a relative lack of talent and experience in organizing large-scale events, which leads to a low degree of market-oriented operation of sports events and makes it difficult to achieve good economic benefits.

Although Beijing has held many international high-level sports events, most of them are one-off events and lack content development for competition participants and spectators. The Beijing Marathon, China Open Tennis Tournament and World Snooker China Open are the three major brand events held in Beijing, but they lack a scientific, flexible and reasonable market development and operation management mechanism due to the short period of actual holding and completion of actual operation, resulting in insufficient economic benefits and social influence of the company.

#### ***3.3. Single service supply for sports training industry***

In terms of supply content, the training services provided by traditional offline training-based sports training institutions have clearly failed to meet the diverse sports needs of consumers [8]. Consumers have an increasing demand for sports training, which includes experiential learning, specialized training, children's sports quality development, and targeted training for students' sports examinations. Most of the sports training enterprises in the current market are still stuck in the training services of a single sport, which cannot meet the growing demand for diversified sports training, let alone the supply of personalized and customized services for high-end consumers.

From the viewpoint of service targets, the current sports training audience is mainly oriented to children and youth groups, and there is a lack of development for the adult sports training market. As the

sports training industry is still in the initial development stage, the entry threshold of the industry is low and the relevant certification standards are lacking, especially in the youth sports training market, there is a shortage of professional coaches and a large number of part-time coaches are employed. Part-time coaches have insufficient sports expertise, insufficient training and teaching experience, and lack of curriculum management ability. At the same time, the current youth sports training industry has less technical endowment content, and there is a homogenization of skills training and a strong replicability of the curriculum, leading to a lack of competition in the training industry compared to other industries, as well as the phenomenon of vicious competition within the industry, and multiple factors together cause the problem of low quality of sports training services [9].

#### **4. Enhancing the comfort of sports consumption in Beijing and helping to build an international consumption center city**

##### ***4.1. Strengthen the construction of national brands and gather global resources***

On the enterprise side, domestic sporting goods enterprises need to clarify their own brand positioning, pay attention to differentiation and innovation. Through design innovation and process development, the formation of corporate competitive advantage. In the product design, clear and highlight their own brand concept, on the basis of giving consumers a comfortable experience, to create a unique feeling different from other brands, to enhance consumer perception and awareness of the brand. In terms of brand promotion, domestic sports brands can make use of new media forms to disseminate infectious and interesting content about the brand. Maintaining active online and offline interaction with consumer groups will not only increase the exposure and awareness of the brand, but also allow them to fully understand the subjective preferences of consumers and product evaluation.

At the governmental level, the implementation of the "first store economy" policy will encourage different sports brands to enter Beijing and gather international quality consumer resources, which will meet the diversified needs of consumers and create a business environment where different brands can compete and learn from each other, thus promoting the common development of domestic and foreign brands. This will provide sufficient consumer supply for the construction of Beijing as an international consumption center.

##### ***4.2. Develop local competition industry and introduce international events***

Vigorously enhance the influence of local sports events and promote their high-quality development. In the process of holding events, strengthen the connection and cooperation with international sports organizations and foreign sports federations, absorb the experience of holding international large-scale events, and devote to cultivating and building local events into internationally renowned events and activities, and expand their influence. Gradually open the sports competition market, gradually transition from government-led to market development, deepen the degree of market-oriented operation, and allow local sports events to develop efficiently and rapidly under the allocation of market resources. Accelerate the introduction of internationally renowned sports events and promote the diversified development of sports events. Through the example of the State General Administration of Sports, more international events will be introduced to Beijing, and the related service industries derived from sports events will be fully developed to expand the consumption of spectator sports to the whole sports consumption. By nurturing and introducing top sports events to drive sports consumption, the city will lead the upgrading of sports consumption with event resources and gradually enhance the influence of sports consumption in the international consumption center.

##### ***4.3. Innovative sports training model to enhance service experience***

The integration of online and offline training has been developed to strengthen the supply of services through multiple channels. In the context of the new crown epidemic, online education has been developing rapidly. Sports training can also refer to online teaching mode, develop sports online training courses and provide online service channels for consumers. Combine offline teaching with online teaching to provide consumers with multi-channel service supply. Combining the stronger sense of participation and interaction of offline teaching with the advantage that online courses can be repeated anytime and anywhere, provides consumers with a richer teaching program. In addition, the biggest advantage of online teaching is that it can break the spatial limitations, so that excellent trainers and high-quality training courses can serve more consumers with extremely low marginal costs, which can, to a

certain extent, alleviate the problem of insufficient professional training personnel.

Big data quality analysis and business opportunity mining to optimize individual training programs. Sports training institutions can explore sports training industry improvement programs by analyzing network word frequencies, forum comments, and consumer evaluations to tap into the industry's market potential and explore market opportunities for more people and more programs. In the development of training courses, data from physical fitness testing and sports level testing can be combined with in-depth research on the differences between different trainees and used as a basis for future curriculum and teaching content adjustment to meet individualized and customized consumer needs. In the training process, intelligent wearable devices are used to dynamically grasp trainees' training data, design scientific evaluation algorithms, and quantify and analyze training effects, thus enhancing the scientific and professional nature of teaching.

Integrating education, sports and information services, etc. to jointly promote the development of the sports training industry. The rapid development of the sports training industry can not only drive the current consumption of sports equipment, sports equipment and intelligent devices, but also cultivate a larger consumer group for future sports consumption and provide long-term growth momentum for sports consumption. The innovative development of the sports training industry can provide a new economic growth point for the development of the new normal of China's economy, while creating a demonstration base for Beijing's sports industry, innovating the business economic development model, and contributing sports power to the construction of Beijing's international consumption center city.

## References

- [1] General Office of the State Council. Notice of the General Office of the State Council on the issuance of the outline of the construction of a strong sports country [EB/OL]. [2022-5-15].
- [2] State General Administration of Sports. Action plan to further promote sports consumption (2019-2022) [EB/OL]. [2022-5-15].
- [3] National Bureau of Statistics. 2020 National Sports Industry Total Scale and Value added Data Announcement [EB/OL]. [2022-5-15].
- [4] Yue Wenyin, Pan Dong. Research on the communication of domestic sports brands in the social media environment [J]. Journal of Guangzhou Institute of Sports, 2016, 36(3): 4.
- [5] Zhao Shaocong, Li Snapdragon, Yang Shaoxiong. Survey and analysis of the current situation of sports consumption of Beijing residents [J]. Journal of Fujian Normal University: Natural Science Edition, 2018, 34(1): 9.
- [6] Wu Nan. Domestic sports brand marketing communication strategy, reflection and outlook under the internet nationalism craze -- taking Li Ning as an example [C]. //Abstract Compilation of the 12th National Sports Science Conference, 2022: 73-75.
- [7] Wang Yali, Liu Fangzhi, Yang Tieli. The current situation of China's sports consumption development and promotion strategies [J]. Journal of Sports Culture, 2021(12): 84-90.
- [8] Shen Keyin, Lv Bin, Wang Jianxun. High-quality development of physical education and training industry under the "double reduction" policy [J]. Journal of Physical Education, 2022.01.012.
- [9] Liu Mingyi, Hu Yajing, Kong Nianxin, Gong Haipei, Sun Jiqi. Policy opportunities and governance strategies for China's youth sports training industry in the new era [J]. Journal of Tianjin Institute of Physical Education, 2021.01.002.