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ORIGINAL

THE APPLICATION AND DEVELOPMENT OF SOCIAL E-COMMERCE IN SPORTS CONSUMPTION

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ABSTRACT

Social e-commerce, with its interactive, community-based, and content-driven features, has profoundly transformed the dynamics of sports consumption. This study, focusing on university students and urban residents, adopts the SOR model and the "people-goods-place" framework to analyze the role of social e-commerce in promoting sports consumption. The findings reveal that younger consumers prefer immersive shopping experiences offered by social e-commerce, while older consumers prioritize product value and service reliability. By leveraging precise recommendations and community interaction, social e-commerce has facilitated the growth of niche sports markets and enhanced brand communication. The study recommends optimizing interactive experiences, strengthening regulatory mechanisms, and promoting sustainable consumption to drive the digital transformation and high-quality development of the sports industry.

KEYWORDS: Social E-Commerce, Sports Consumption, SOR Model, Seople-Goods-Place Framework, Digital Transformation, Consumer Behavior.

1. INTRODUCTION

The rapid development of the digital economy and innovations in internet technology are profoundly reshaping people's consumption patterns and lifestyles. The State Council's *Overall Layout Plan for Building a Digital China* explicitly emphasizes the importance of leveraging digital technologies to deeply integrate the digital and physical economies (Chong et al., 2023), thereby achieving intelligent and efficient production and consumption processes. This policy direction has provided strong support for the

development of digital platforms and the innovation of new consumption models. Against this backdrop, social e-commerce, as a key industry model in the "Internet+" era, has emerged as a powerful driver of consumption structure upgrades due to its advantages in real-time interaction, community sharing, and emotional connectivity (Campos, 2023). In the realm of sports consumption, the application of internet technologies has driven innovations and upgrades in consumption models (Glebova et al., 2022). The introduction of emerging technologies such as live-streaming e-commerce, virtual reality (VR), and augmented reality (AR) has allowed sports consumption to transcend the spatial and temporal limitations of offline settings, creating a multidimensional consumption landscape centered on immersive and experiential engagement. For instance, users can participate in virtual fitness classes, join virtual competitions, or even spectate games in 3D-simulated arenas. These immersive experiences have greatly enriched the forms of sports consumption, continuously expanding the boundaries of sports activities and events. Additionally, the rapid development of multi-UAV cooperative technologies and distributed processing systems has provided robust technical support for sports research. Multi-UAV systems, through efficient coordination and data-sharing capabilities, enable the dynamic tracking of sports events, real-time performance analysis, and enhanced visualization of athlete movements (Zhou, 2015). Distributed processing technologies, on the other hand, empower large-scale data handling and computational efficiency, enabling seamless integration of real-time analytics into immersive sports environments (Chen et al.). These advancements further enhance the interactive and data-driven nature of sports consumption models. Furthermore, the deep integration of social platforms with e-commerce enables users to not only obtain product information through live streams but also actively engage in the consumption process through commenting, sharing, and liking (Bawack et al., 2023). This has enhanced the social and entertainment attributes of consumption. Consequently, the consumption model has gradually shifted from being "product-oriented" to "experience-oriented," catering to people's demand for personalized, diverse, and interactive consumption experiences. However, despite its vitality in the sports consumption market, social e-commerce still faces several challenges that must be addressed. First, the consumer trust system remains underdeveloped. Certain social e-commerce platforms are plagued by false advertising and information asymmetry (Xiang, 2021), leading consumers to distrust products recommended through live streams. Second, product quality standards vary widely, and some merchants lack clear quality and service benchmarks, leaving consumers without adequate assurance when purchasing sports products. Additionally, regulatory mechanisms on social e-commerce platforms lag behind, with inconsistent policies regarding returns, refunds, and after-sales services (Zhang et al., 2023). These issues increase shopping risks for users, diminish their experience, and hinder the further promotion and development of social e-commerce models in the sports

consumption market. Therefore, exploring the application models and optimization pathways of social e-commerce in sports consumption has become a critical issue for driving the digital transformation of the sports industry. Future efforts must focus on multiple aspects of optimization, such as establishing comprehensive platform regulation systems to ensure product quality and service standards (Ochuba et al., 2024), leveraging big data and artificial intelligence to enhance personalized recommendations and precision marketing, and improving interaction mechanisms between streamers and users to provide more immersive experiences while building trust and engagement. Additionally, it is crucial to create a more robust sports consumption ecosystem by fostering social sharing and community building to form highly engaged sports consumption communities (Yadav et al., 2023). These efforts will not only satisfy the growing demand for diverse consumption experiences but also promote high-quality development of the sports industry in the digital age, facilitating deeper integration of online and offline consumption models. Social e-commerce demonstrates significant value in the sports consumption field, primarily reflected in four key aspects: First, it transcends spatial and temporal limitations, creating a multidimensional consumption ecosystem. Through strong interactivity and content dissemination capabilities, social e-commerce connects consumers, merchants, and social networks seamlessly (LI, 2023). This integration breaks the traditional constraints of sports consumption, forming a “people-goods-place” multidimensional consumption model. This model equips sports brands with digital tools such as precise marketing and user profile analysis, driving the digital transformation of the sports industry. Second, social e-commerce satisfies the increasing demand for personalized and diversified consumption. Modern consumers exhibit a stronger inclination toward personalized and experiential sports consumption. Through live-streaming recommendations and short video demonstrations, social e-commerce offers real-time, tailored services, enabling users to select products and services that align with their preferences (Shih et al., 2024). This scenario-based shopping experience significantly enhances user satisfaction and is particularly favored by younger consumers. Third, it revitalizes sports consumption and expands market scale. By leveraging diverse content forms and marketing strategies, social e-commerce effectively stimulates consumers’ interest in purchasing sports goods (Rosário & Raimundo, 2021), fitness services, and event-related products, thereby accelerating the growth of niche markets. Additionally, through sharing and interaction on social platforms, consumer purchasing behavior generates secondary dissemination effects, further amplifying the market’s influence. Fourth, it promotes the dissemination of sports culture and the construction of sports communities. Beyond being a consumption channel, social e-commerce serves as a key vehicle for sports culture dissemination. Consumers can share fitness experiences, discuss sports events, and engage in community interactions while purchasing products, forming interest-based

sports communities. This social interaction model enhances the cultural attributes of sports consumption and helps sports brands build loyal consumer communities, strengthening brand stickiness(Zhang et al., 2020). This study focuses on the application of social e-commerce in the sports consumption domain, aiming to explore how external stimuli influence purchasing behavior through psychological mechanisms. By integrating the SOR model with the “people-goods-place” framework, this study examines how factors such as streamer interactions, product characteristics, and live-streaming scenarios affect consumers’ perceptions of emotional and functional value. Furthermore, it investigates how these value perceptions translate into specific sports consumption behaviors. Targeting university students and urban residents, the study delves into differences in consumption motivations, preferences, and behavioral patterns, seeking to uncover behavioral characteristics and key influencing factors for different user groups on social e-commerce platforms(Jiao et al., 2024). This research makes significant contributions to both theory and practice. Theoretically, it innovatively combines the SOR model with the “people-goods-place” framework to construct a comprehensive analytical framework for sports consumption behavior in the context of social e-commerce, enriching the understanding of the mechanisms underlying sports consumption behavior. Practically, through empirical studies of user behavior in specific scenarios, the research identifies core factors influencing sports consumption, providing actionable insights for optimizing user experiences on social e-commerce platforms. Additionally, by comparing the consumption behaviors of university students and urban residents, the study offers valuable guidance for sports brands in formulating targeted market strategies and enhancing their digital service capabilities.

2. Research Design

This study adopts a comprehensive research design to explore the application of social e-commerce in sports consumption, with a focus on understanding the factors influencing consumer behavior and the differences between various demographic groups. By integrating the SOR (Stimulus-Organism-Response) model and the “people-goods-place” framework, the research provides a robust theoretical foundation to analyze the impact of external stimuli on consumers’ emotional and functional perceptions and their subsequent purchasing behaviors.

2.1. Questionnaire Design

This study employs a questionnaire survey to comprehensively investigate the sports consumption behaviors of university students and urban residents. The questionnaire design is grounded in the SOR (Stimulus-Organism-Response) model and the “people-goods-place” framework, aiming to analyze how external factors on social e-commerce platforms influence

consumer behavior through psychological mechanisms. Within the framework of the SOR model, the questionnaire is structured to examine external stimuli (e.g., live-streaming environment, product characteristics, streamer performance), psychological responses (e.g., perceptions of emotional and functional value), and behavioral outcomes (e.g., purchase intention and actual consumption behavior). The integration of the “people-goods-place” framework further refines the analysis by detailing the roles of “people” (streamer interaction), “goods” (product characteristics), and “place” (consumption scenarios) in the live-streaming context, providing a clearer depiction of these factors in sports consumption settings. The questionnaire content is divided into four sections: respondent demographics, sports consumption habits, factors influencing consumption behavior, and consumption experience and feedback. The first section collects demographic information, such as gender and age, to analyze the basic characteristics of different consumer groups. The second section addresses sports consumption behaviors, including monthly spending on sports, preferred purchasing channels, and commonly purchased types of sports products, offering insights into behavioral patterns across groups. The third section delves into core decision-making factors influencing respondents’ behaviors, such as streamer performance, product value-for-money, live-streaming discounts, and interactive experiences. The final section evaluates consumer satisfaction and impulsive buying tendencies, assessing users’ overall shopping experiences on social e-commerce platforms. To ensure the scientific rigor and reliability of the questionnaire, stringent reliability and validity tests were conducted. For reliability, Cronbach’s α coefficient was used to evaluate the internal consistency of the questionnaire, ensuring the stability and consistency of the measurements. For validity, content validity was assessed through expert reviews to confirm the alignment of the questionnaire items with the research objectives. Structural validity was tested using factor analysis to ensure that each item effectively measured its corresponding latent variables. The questionnaire design not only adheres to theoretical rigor but also incorporates practical considerations, aiming to comprehensively and accurately capture the impact of social e-commerce on sports consumption behaviors. By implementing and analyzing this questionnaire, the study seeks to provide theoretical insights and practical recommendations for optimizing the operational models of social e-commerce platforms and enhancing user experiences. These findings will contribute to the development of strategies that improve the integration of social e-commerce into the sports consumption ecosystem.

2.2. Research Participants

The sample for this study includes two distinct groups: university students and urban residents. A total of 500 questionnaires were distributed, and 446 valid responses were collected. As shown in Table 1, the university student sample consists of 263 participants, including 148 males and 115

females, with ages ranging from 18 to 22 years. The urban resident sample comprises 183 participants, including 97 males and 86 females, with a more diverse age distribution. Specifically, there are 37 participants aged 18-25, 31 aged 26-35, 32 aged 36-45, 29 aged 46-55, 31 aged 56-66, and 23 aged 66 and above. The overall sample covers a broad range of age groups and includes a balanced distribution of genders, providing good representativeness. This diversity ensures that the study can effectively explore behavioral differences in social e-commerce sports consumption across different demographic groups.

Table 1: Sample Distribution by Group, Age, and Gender

GROUP	AGE GROUP	MALE	FEMALE	TOTAL
UNIVERSITY STUDENTS	18-22	148	115	263
	18-25	20	17	
URBAN RESIDENTS	26-35	16	15	
	36-45	17	15	
	46-55	15	14	183
	56-66	16	15	
	66+	13	10	

By including university students and urban residents, this study captures the behavioral characteristics of both younger, tech-savvy consumers and a more diverse age group of urban dwellers. This comprehensive sample composition allows for an in-depth analysis of variations in motivations, preferences, and behaviors in social e-commerce sports consumption across different demographic groups.

2.3. Analytical Tools

This study utilizes Python as the primary data analysis tool, leveraging its robust open-source libraries and data processing capabilities to conduct comprehensive statistical analyses of the survey data. During the data preprocessing phase, the Pandas library is used for data cleaning, organization, and format conversion, laying a solid foundation for subsequent analyses. Pandas supports various data manipulation tasks efficiently, such as handling missing values, performing data aggregation, and conducting group-based analyses. In the statistical analysis phase, the NumPy and SciPy libraries are employed for numerical computations and hypothesis testing, including calculations of means, variances, and correlation analyses, which reveal statistical relationships between variables. Additionally, the scikit-learn library is used to build predictive models, analyze the key factors influencing user consumption behavior, and validate the accuracy of the models. To present the analysis results in a more intuitive way, this study utilizes Matplotlib and Seaborn to create various visualizations, such as bar charts, scatter plots, and heatmaps. These visualizations simplify the interpretation of complex analysis

results, making it easier to understand the data characteristics and trends. By combining statistical rigor with comprehensive visual representations, the analytical approach ensures both accuracy and clarity in the findings.

3. Experimental Results and Analysis

3.1 Analysis of Consumption Channels Among Different Groups

The analysis of consumption channels reveals distinct preferences among different demographic groups, reflecting variations in consumption behavior and motivations. As shown in Figure 1, university students and urban residents exhibit notable differences in their use of consumption channels, including physical stores, traditional e-commerce, social e-commerce, and brand official websites.

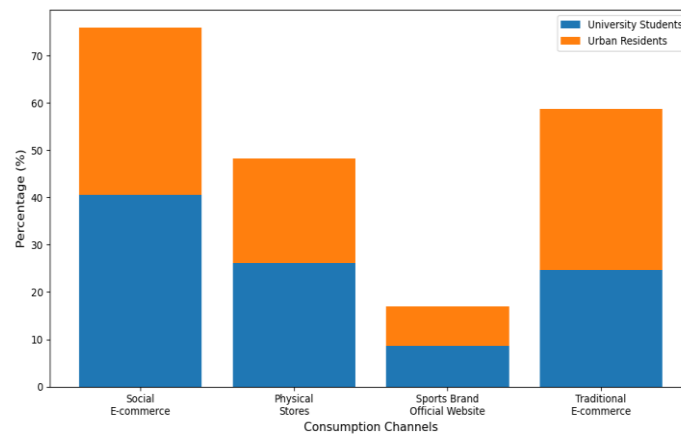


Figure 1: Consumption Channel Preferences: University Students vs Urban Residents.

The data reveals significant differences in the choice of consumption channels between university students and urban residents, highlighting distinct behavioral patterns influenced by their demographics and lifestyles. University students predominantly favor social e-commerce as their primary consumption channel. The immediacy, interactivity, and strong community-sharing capabilities of social e-commerce resonate deeply with this younger demographic. Active on various social media platforms, university students are highly receptive to obtaining product information and promotions through live-streaming and short videos. These factors make social e-commerce the preferred choice for this group, aligning with their need for convenience, entertainment, and peer interaction. In contrast, urban residents display a more balanced distribution across various consumption channels, with a marked preference for physical stores and traditional e-commerce. Older urban residents, in particular, tend to favor physical stores due to their ingrained shopping habits and the importance they place on verifying product authenticity through direct, tangible interactions. Traditional e-commerce also remains a vital channel for urban residents, offering an established logistics network and

a diverse product range to meet their daily needs. Although both groups exhibit relatively low preference for brand official websites, university students show a slightly higher inclination toward this channel. This may stem from their greater emphasis on brand image and authenticity, reflecting their trust in official sources for quality assurance. In summary, university students gravitate toward innovative and interactive consumption models, while urban residents demonstrate a stronger reliance on traditional and secure channels. This generational difference in consumption habits reflects variations in lifestyle, consumer needs, and technological adaptability. Such insights provide valuable guidance for brands and e-commerce platforms in tailoring their strategies. For younger users, enhancing interactive experiences and promotional activities in social e-commerce can further solidify engagement. Meanwhile, addressing urban residents' priorities through improved service guarantees and quality assurance can build greater trust and satisfaction, ensuring a broader appeal across diverse consumer groups.

3.2 Analysis of Consumption Behaviors Across Different Age Groups

The analysis of consumption behaviors across different age groups reveals clear distinctions in preferences, motivations, and decision-making processes. These differences reflect the diverse consumption needs shaped by generational characteristics, lifestyle habits, and technological adaptability.

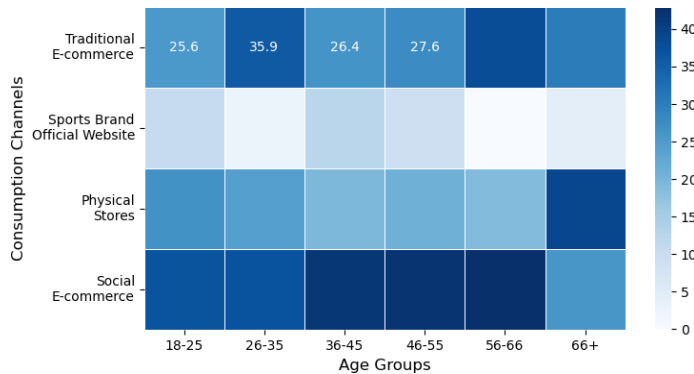


Figure 2: Heat Map of Consumption Channel Preferences by Age Group.

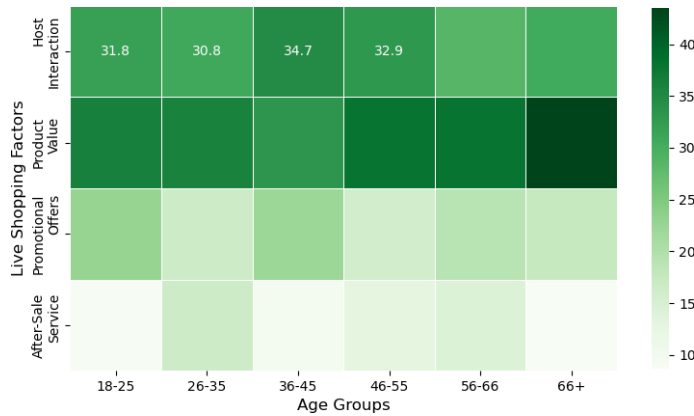


Figure 3: Heat Map of Live Shopping Factors Preferences by Age Group

As illustrated in Figures 2 and 3, distinct differences emerge among age groups in their consumption channel preferences and live shopping factors, reflecting the unique habits and motivations of each demographic. Younger consumers, particularly those aged 18-25, demonstrate a strong preference for social e-commerce. This cohort is highly engaged with social media platforms and relies heavily on them for product information. They show a clear inclination toward interactive shopping experiences, with streamer performance and the atmosphere of live-streaming sessions significantly influencing their purchase intentions. Additionally, promotional activities play a critical role in attracting these consumers. This behavior underscores their combined pursuit of convenience, entertainment, and price sensitivity. Middle-aged consumers, especially those aged 26-35, exhibit more diversified consumption patterns. They balance their shopping across traditional e-commerce and social e-commerce channels, valuing both cost advantages and the convenience and interactive experiences these platforms provide.

With increasing family responsibilities and lifestyle changes, this group also shows a rising preference for physical stores, reflecting their greater focus on the reliability and tangible evaluation of products. In live shopping, their decision-making is primarily influenced by the cost-effectiveness of products rather than entertainment value, highlighting their more rational approach to consumption. For consumers aged 36 and above, the analysis reveals a stronger dependence on physical stores and traditional e-commerce. This group places significant importance on the authenticity and quality assurance of products, which aligns with their preference for more traditional consumption methods. Particularly for those aged 56 and older, the reliance on physical stores is more pronounced, reflecting the enduring roots of traditional shopping habits in this demographic. In live shopping scenarios, their decisions are primarily driven by product value and after-sales service. This group has limited interest in interactive entertainment, preferring goods and services that meet practical needs.

Overall, generational differences in consumption behaviors reflect the evolving segmentation of consumer habits in the digital economy era. Younger consumers prioritize interactivity and immediacy, middle-aged consumers seek balance and diversity, and older consumers focus on reliability and safety. These insights offer critical guidance for brands and e-commerce platforms to develop targeted marketing strategies. For instance, social e-commerce platforms can attract younger consumers by enhancing interactivity and promotional activities, while traditional e-commerce and physical stores can build trust with older consumers by emphasizing product quality and service assurance. By understanding these behavioral traits, businesses can better cater to the diverse needs of consumers across age groups, ensuring greater satisfaction and market engagement.

4. Discussion

4.1. The Role of Social E-commerce in Promoting Sports Consumption

Social e-commerce has emerged as a transformative force in the sports consumption market, driving significant changes in consumer behavior, market dynamics, and brand strategies. Its unique features—such as interactivity, immediacy, and content-driven marketing—have created new opportunities for the sports industry to engage consumers, expand markets, and enhance consumption experiences. One of the most prominent ways social e-commerce promotes sports consumption is by breaking down traditional spatial and temporal limitations. Through live-streaming, short videos, and community-based interactions, consumers can access a wide range of sports products and services from anywhere and at any time.

For instance, live-streaming sessions allow users to experience products virtually, interact with streamers, and receive real-time recommendations. This not only creates a sense of immediacy but also reduces uncertainties in decision-making, thereby enhancing purchase intentions. For younger consumers, this interactive and immersive shopping experience aligns perfectly with their digital lifestyles and social media habits, driving their engagement with sports consumption. Social e-commerce also plays a crucial role in expanding market reach and activating latent demand. By leveraging diverse content formats and personalized recommendations, social e-commerce platforms can effectively cater to niche consumer needs and preferences. For example, specialized sports such as yoga, climbing, and frisbee—traditionally considered as small markets—are now gaining visibility and popularity through targeted content and influencer promotions. This has broadened the scope of sports consumption, encouraging users to explore new activities and invest in related products and services. Additionally, the sharing and community-building aspects of social e-commerce amplify consumer behaviors, creating a ripple effect that further stimulates market demand. Another key contribution of social e-commerce is its ability to integrate consumption with social interaction, making shopping an engaging and community-driven experience.

In the context of sports consumption, platforms not only facilitate purchases but also create spaces for users to share fitness tips, discuss sports events, and connect with like-minded individuals. This community-based approach enhances brand loyalty and creates deeper connections between consumers and sports brands. Furthermore, the real-time interaction between streamers and consumers fosters a sense of trust, making social e-commerce a particularly effective tool for brand storytelling and consumer engagement. Despite its significant potential, social e-commerce also faces challenges that could limit its effectiveness in promoting sports consumption. Issues such as

inconsistent product quality, lack of standardization in after-sales services, and concerns over misleading promotions continue to undermine consumer trust. Addressing these challenges will require platforms to strengthen regulatory frameworks, improve service guarantees, and adopt technologies such as big data and AI to enhance user experience. In conclusion, social e-commerce has fundamentally reshaped the landscape of sports consumption by offering innovative, interactive, and personalized experiences. By breaking traditional barriers, activating latent demand, and fostering community-driven interactions, it has become a critical driver of growth in the sports industry. Moving forward, addressing existing challenges and leveraging emerging technologies will be essential for maximizing its potential to further promote sports consumption and contribute to the high-quality development of the sports industry.

4.2. The Development Trends of Social E-commerce in Sports Consumption

Social e-commerce in the sports consumption field exhibits significant innovation and diversification trends, solidifying its role as a key driver in upgrading sports consumption. With the continuous advancement of digital technologies, social e-commerce is evolving from a mere sales platform into a comprehensive consumption ecosystem that integrates community interaction, content-driven marketing, and intelligent services. In the future, scenario-based consumption will become more deeply ingrained. By leveraging live-streaming, short videos, and technologies such as virtual reality (VR) and augmented reality (AR), social e-commerce will offer consumers increasingly immersive shopping experiences. In the sports consumption domain, consumers will be able to virtually “try on” running shoes, test treadmills in simulated environments, or choose gym equipment in virtual fitness centers. These scenario-based shopping models not only enhance user engagement but also stimulate stronger purchasing intentions. Simultaneously, content-driven consumption will emerge as a core focus. The sports consumption field will see an increasing reliance on high-quality content for promotion and sales. For example, professional athletes and fitness coaches may share product reviews, training tips, or workout routines via short videos and live streams. Such content not only boosts product appeal but also provides practical value to consumers.

Additionally, the integration of sports data and personal goals will further advance personalized consumption. By tracking users' exercise habits and performance data, social e-commerce platforms can deliver precise recommendations for the most suitable sports products and services, catering to the diverse needs of individual consumers. Moreover, niche sports markets will experience significant growth with the support of social e-commerce. While traditional sports markets tend to focus on mainstream activities, social e-commerce, with its ability to deliver targeted recommendations and foster

community interactions, can promote niche sports such as skiing, rock climbing, and frisbee to a wider audience. This expansion into niche segments will greatly enrich the diversity of sports consumption and fulfill consumers' demand for more personalized and unique sporting activities. Intelligent and personalized services will also shape the future of social e-commerce. Through artificial intelligence (AI) and big data, platforms will be able to deliver more accurate product recommendations. For instance, a running enthusiast might receive personalized suggestions for professional running shoes, fitness watches, or energy supplements based on their running intensity and distance. Such intelligent services will optimize user experiences and significantly enhance decision-making efficiency (Gutiérrez-Conejo et al., 2023). The rise of community-driven economies will further transform the sports consumption ecosystem. On social e-commerce platforms, consumers will not only shop but also connect with like-minded sports enthusiasts to share fitness experiences, exchange product insights, and even participate in online or offline sports activities. Brands, in turn, can build stronger relationships with users through community-focused initiatives, enhancing consumer loyalty and fostering long-term engagement.

Additionally, the incorporation of sustainable consumption practices will become a prominent trend in social e-commerce. As environmental awareness increases, more sports brands will introduce eco-friendly products, such as biodegradable sports shoes and apparel made from sustainable materials. Social e-commerce platforms can amplify these efforts by promoting green consumption concepts through content marketing and brand collaborations, contributing to broader sustainability goals. In conclusion, the future of social e-commerce in sports consumption will be driven by technological innovation, progressively achieving scenario-based shopping, intelligent services, content ecosystem development, and market diversification. By meeting the diverse needs of consumers, social e-commerce will not only fuel the growth of sports consumption but also serve as a core engine shaping the future of sports consumption models.

5. Conclusion

This study systematically analyzes the application of social e-commerce in the field of sports consumption, summarizing its profound impact on consumer behavior, brand communication, and market development. The findings indicate that the interactivity, community-driven nature, and content-driven characteristics of social e-commerce significantly enhance the sports consumption experience, stimulate potential demand, and expand niche markets. Moreover, generational differences in consumption behavior reveal that younger consumers are more inclined toward social e-commerce and its immersive shopping models, while middle-aged and older consumers place

greater emphasis on cost-effectiveness and after-sales service. These insights not only deepen the understanding of the role of social e-commerce in sports consumption but also provide valuable implications for industry development and policymaking. From an industry perspective, the study suggests that social e-commerce platforms should further leverage their strengths in content-driven marketing and community interaction. Brands can utilize short videos, live-streaming, and other formats, combined with professional sports guidance or authentic user experiences, to enhance consumer trust and engagement. For younger consumers, platforms should emphasize entertainment-oriented and personalized services, such as adding interactive elements and offering time-limited promotions, to meet their demands for convenience and engaging shopping experiences. Meanwhile, for older consumers, a focus on product quality and service assurance is essential. Strengthening after-sales services and promoting green consumption practices can help expand the user base. Additionally, niche sports brands should capitalize on the precise marketing capabilities of social e-commerce, using community-driven economies and word-of-mouth promotion to establish their market positions and enrich the diversity of the sports consumption landscape.

From a policymaking perspective, the study highlights the critical role of social e-commerce in promoting sports consumption, boosting domestic demand, and driving the digital transformation of the sports industry. Policymakers should encourage more enterprises to participate in building social e-commerce platforms, particularly supporting small and medium-sized sports enterprises to enhance their competitiveness through social e-commerce. Furthermore, regulatory mechanisms should be improved to strengthen the oversight of counterfeit and substandard products, ensuring consumer rights. Policymakers should also guide social e-commerce platforms to allocate more resources toward sustainable development, such as promoting environmentally friendly sports products and advocating green consumption, contributing to the achievement of national "dual carbon" goals. In summary, social e-commerce is not only a powerful driver of growth in the sports consumption market but also a pivotal force in shaping the future of the industry. By addressing existing challenges and fostering technological innovation and sustainable practices, social e-commerce can continue to support the high-quality development of the sports consumption ecosystem.

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