

# Research on the Development Trend of Sports Service under the Internet Plus Background

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**Abstract:** With the rapid development of information technology, the era of Internet of things is approaching. The organic integration of the Internet of things, big data, fitness guidance, exercise prescription and sports smart products will bring new changes to the sports industry, especially the national fitness. For the sports industry, the Internet represents a kind of technology but also brings new ways of thinking in the Internet era. The “Internet Plus” sports industry will embrace a new experience and the endogenous value brought by the Internet as a technology. Based on the changes brought by the Internet to the sports service, this research systematically elaborates the “Internet Plus” operation mode and looks forward to the future of sports service under the Internet mode. Finally, combined with the current status of Internet and sports development, this research puts forward the development trend of sports service under the background of “Internet Plus”, the change of sports brand function, online to offline business mode under the platform of “Internet Plus”, and the integration of sports industry and high-tech promoted by “Internet Plus Intelligent Technology”.

## 1. Introduction

The “Internet Plus” has been reformed and innovated at different levels in various industries in China. [1] With the increasing frequency of people using mobile phones, the use of “Internet Plus” will become more widespread. “Internet Plus” is a process of overlaying and integrating development of the Internet with various fields of society, resulting in a new operation mode to promote the progress of the industry and encourage innovation. It can be said that “Internet Plus” is the creation of new business rather than simply using Internet technology. In the field of education, with the advancement of the “Internet Plus”, a new form of education, MOOC, came into being and completely subverted the conventional education mode. [2] The use of “Internet Plus” to advance the development of the sports industry and promote the nationwide fitness has become a trend which has aroused widespread concern in the industry.

## 2. “Internet Plus” Operation Mode □

According to the Guidelines on Actively Promoting the “Internet Plus” Action issued by the State, “Internet Plus” can be defined as a deep integration of the Internet innovation with various socio-economic sectors to promote technological advancement, efficiency improvement and organizational change, and to enhance innovation and productivity of real economy, thus forming a broader economic and social development with the Internet as the infrastructure and innovation factor.[3] This paper suggests that “Internet Plus” use information and communication technologies to divide the traditional industry into small units according to certain laws, and finds out its low efficiency points in the process of operation, then reorganizes traditional industries and ecologically integrates them into the Internet, thus enhancing the competitiveness of traditional industries. The “Internet Plus” operation mode uses the Internet as a tool, integrates with traditional industries, and connects all valuable channels. It is an efficient business operation and organizational framework mode with decentralized, seamless connection and information symmetry. There are modes of

vertical development, online and offline, cooperative innovation, joint users and cooperation.

### **3. Changes That the Internet Brings to the Sports Service**

#### **3.1 Service-driven benefits replace products-driven benefits in the traditional outdoor sports industry**

Sport brands online marketing not only shortens the distance between users and products, but also effectively promotes the rapid development of the Internet of things. [4] The extended service of the Internet makes the value of the product extend from the functional aspect to all kinds of value-added services, and the product-driven benefits in the traditional outdoor sports industry is replaced by the service-driven benefits. In the e-commerce mode, it is reflected in the distribution, installation, training and after-sales service of sports equipment. E-commerce has shortened the distance between the products and direct users, and the future marketing of sports products will implement the “vertical e-commerce” mode, that is, online stores directly connect with product users and provide supporting services.

#### **3.2 Mobile Internet sports Apps stimulate national fitness craze**

With the rapid development of the Internet, various online Apps have been launched one after another, and sports-related software has also gained momentum. For example, there are no more than dozens of sports Apps on the download platform such as Xiaomi Mall, Apple Mall, and Huawei App Store. [5] These Apps mainly include steps counting, physical exercise program and the diet which is beneficial to physical exercise. There are also some functions such as exercise time, diet, questions and answers, encouragements, community and training settings which can provide users with effective sports-related services. And sports training areas such as yoga and body shaping can send sports products such as diet products and yoga clothes at the same time. The community function on the application software can greatly stabilize the users. Users can share their experiences on the platform, inspire and help each other, enhance the effectiveness of sports, and increase the enjoyment of exercising and buying products. It can be seen that the promotion of these mobile sports Apps has brought about the national fitness craze and has become an important auxiliary tool for national fitness.

#### **3.3 The development of new fitness mode brings diversified development of sports form**

Traditional coach-based physical training can be seriously disjointed in training and feedback. And the Internet can greatly make up for this defect and also brings more flexible and changeable form for the development of sports industry. In the Internet mode, people who do physical exercise break limitations of going to traditional gyms. For example, sports forms have become diversified and fitness training patterns have become more people-oriented, and the value of sports services has become more prominent. In the future, sports training will develop into the new mode by breaking through the fixed location, coach and training content. People can formulate the desired and reasonable sports according to their own needs to enrich their lives and challenge their own potential.

### **4. Development Trend of Sports Services Under the “Internet Plus” Background**

“Internet Plus” and the integration of the Internet with China’s sports industry has become an inevitable development trend. The rapid development of science and technology and society presents three main trends in the “Internet Plus” sports industry:

#### **4.1 Functional change of sports brands**

In the e-commerce environment, sporting goods enterprises all have introduced sports brands with cultural connotations. The brands have actually entered into people’s lives and no longer just behind the shop windows. Currently, there is no e-commerce team that directly manages sports brands. Related enterprises and institutions are establishing a series of value-added service systems

integrating sports brand culture and business management services through continuous exploration and practice. Sports industry value-added service system has become a trend and mainstream culture. It not only involves the marketing and service management of sports products, but also involves the promotion and recognition of brand culture, which reflects the functional change of sports brands.

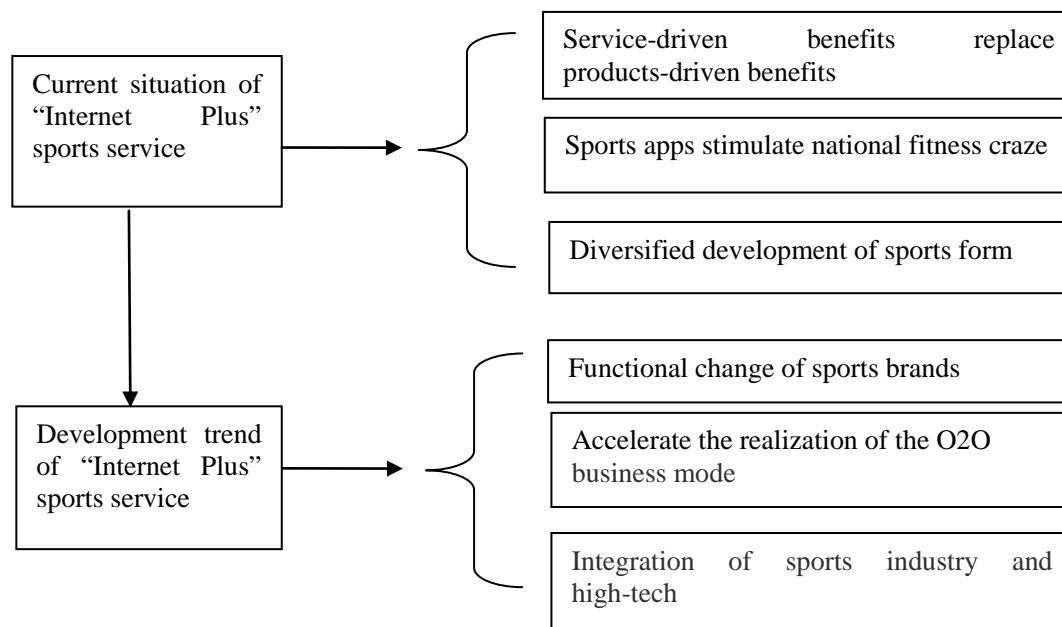


Figure 1 the development trend of “Internet Plus” sports service

#### 4.2 “Internet plus” promotes the development of sports services and accelerate the realization of the O2O business mode

In China’s sports industry, the proportion of sports service is relatively low and the overall development level is not high. In particular, the small number and low-end sports and leisure tourism makes it difficult to form a certain brand appeal. The relatively low market share of outdoor sports brands in China makes it hard to compete with outdoor sports brands in other countries, which indirectly restricts the development of China’s sports service industry. In order to solve the problems of the development of sports services, first it is necessary to expand the types of sports service. Many industries such as outdoor exploration, rock climbing and other projects face a development plight for their narrow audience. To promote the development of the regional sports services, regional and shared bicycle cooperation can be adopted, and activities such as “cross-country bicycle”, “road bike race” and “bicycle sightseeing cultural route” can be held regularly. It can not only alleviate the surplus of shared bicycles in the market but also able to publicize through shared cycling platform to reduce the bike rental cost and cost of advertisement. For other types of sports and leisure industries, we can cooperate with sports and fitness Apps such as “Keep” and organize related physical exercise competitions or add relevant training courses to the Apps to expand the audience scope. In short, in the “Internet Plus” era, the sports service industry should formulate development strategies from the perspective of consumers, actively implement the O2O marketing mode, and use the offline experience to enhance the transformation from the sports service industry to the O2O mode.

#### 4.3 “Internet Plus smart technology” promotes the integration of sports industry and high-tech

The integration of China’s sports industry and the Internet industry is in full swing, but with the development of science and technology, the application of virtual technologies such as AR has found its way to people’s life. China’s sports industry should seize the opportunity to deepen the technological reform of the sports industry and increase the technological content of sports products so as to grab market share. The promotion of science and technology holds the key for the “Internet

Plus” sports industry. The application of Internet Plus smart technology in the sports industry not only brings convenience to people but also affects people’s way of thinking. Advocating science and technology and promoting the development of “Internet Plus smart technology” is the key to solve the problems of the survival of enterprises in a fierce market competition. Sports industries also face the same intense competition. Innovation holds the key to the living space. Therefore, the way of the survival and development path of sports industry, especially for sporting goods manufacturing mainly lies in taking science and technology as the guide, enhancing the development of “Internet Plus smart technology” and continuously promoting the integration of the sports industry with high-tech.

## 5. Conclusions

By breaking through the traditional and outdated sports information service mode, using the advantages of the Internet and giving full play to the functions of the community network, we can continuously discover new ways of community sports information transmission. This paper argues that “Internet Plus” has created a new industry channel model in promoting the consolidation of large-scale potential users in the sports industry; It has updated the management mode of the sports industry and promoted the needs of the minority audience; As an endogenous technology in the sports industry, it plays a significant role in injecting new vitality into the sports industry, promoting the multidimensional and integrated development of the sports industry, greatly expanding the sports industry business, and subverting traditional business thinking. Under the “Internet Plus” background, the innovation-driven development strategies of the sports industry focus on forward thinking; use the “Internet Plus” technology to optimize the quality and efficiency of the sporting goods manufacturing industry, try cross-border brand cooperation to enhance influence; use the “Internet Plus” platform to promote the development of the sports service and accelerate the implementation of the O2O business mode. Leading by science and technology, we should be committed to promote the development of the “Internet Plus smart technology” and continuously advance the integration of the sports industry with high technology.

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