

Research on the consumption of sports symbols of short video bloggers

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Abstract: from the perspective of Bourdieu's symbolic capital theory, this paper discusses the symbolic consumption of sports stars in video and audio. The research found that: consumers' symbolic consumption of sports equipment in the dithering platform, dithering short video provided a channel for the symbolic consumption of sports equipment, dithering short video platform promoted the two-way participation of sports bloggers and consumers, and then promoted sports consumption behavior. According to this, this paper puts forward the implementation path of the symbolic consumption of the short video sports bloggers: give full play to the symbolic advantages of the short video sports consumption, actively create the participatory symbolic consumption situation of the sports bloggers, and optimize the consumption mode of the short video sports bloggers and consumers.

Key words: Sports blogger, Bourdieu symbol; Buffeting platform; Symbolic consumption

With the promotion and development of the Internet, e-commerce technology has been continuously applied to various fields of sports. With the combination of the two, China's traditional sports consumption has ushered in the online consumption mode. The Internet has opened up a new sports consumption mode: online consumption mode. The promotion of sports video on the dithering platform has promoted a new model of sports + short video to guide consumers to consume online.

"Buffeting short video sports blogger" conforms to Bourdieu's symbolic capital theory. Buffeting short video sports blogger not only represents individuals, but also represents a class of professional groups of professional athletes who are part-time or transformed, with high economic benefits and social status. "Dithering short video sports blogger" has gradually become an operational sports symbol, and then carries out capital operation and value promotion. The promotion of buffeting short video provides exposure channels for its short video sports bloggers and promotes the generation, dissemination and consumption of its symbolic capital.

1. Definition of sports symbolization of buffeting short video bloggers

Pierre Bourdieu's theory of symbolic capital was put forward by Pierre Bourdieu. It emphasizes that symbolic capital is the symbols attached to you, such as "honor", "credit", "impression" and "image". Symbolic capital is mainly composed of symbols and situations, in which symbols are important tools for meaning transmission,; Context provides a place and scene for symbol consumption. The dithering short video platform can provide viewers with scenes full of symbols. The symbolic communication between sports bloggers and audiences is based on information sharing and wrong time consumption, which is mainly manifested as follows:

1. Sports image symbol consumption.

Short video characters realize online symbol consumption of "wrong time and different places" with the help of the spatial carrier of buffeting short video platform. Through the use and presentation of device symbols by characters, consumers make symbolic consumption of their images. As the main consumer of image symbols, consumers obtain their own consumption identity.

2. Environmental symbol consumption

As an intermediary, short video is the carrier of the combination of network and reality. Buffeting short videos expand the consumption of cultural symbols of anchors and consumers, and increase the channels of sports consumption. The emerging forms of sports consumption in different places at different times provide a spatial trading environment for video anchors and consumers, as well as a personalized environment for consumers to consume short videos.

3. Wrong time consumption helps consumer behavior

Short video broadcasting lacks timeliness and cannot realize face-to-face consumption with consumers. However, its unique preservation value of video brings consumers a wrong time space. At present, the wrong time space has gradually become an important part of some consumers, which brings consumers a new experience. The unique timeliness of staggered space also makes a supplement and replacement for real space.

2. Consumption of image symbols of sports short video bloggers

Blogger image is the main part of short video, the core of symbolic consumption of short video, and an important carrier of sports consumption. Bloggers promote sports equipment through image and body movements, which not only meets the consumers' consumption of image symbols, but also meets the consumers' recognition and yearning for the impression of bloggers.

1. Sensory symbol consumption

Appearance recognition is the first step for consumers to consume the image of short video bloggers, and it is also an important factor to drive consumers to consume. The visual impact of short video timing space is the key to sports consumption. The image of short video bloggers mostly exists in the form of strong, positive, optimistic and handsome ideal image symbols. Before consumers choose goods, they first judge the image of bloggers. The recognition of image appearance will magnify consumers' imagination. The second is the imagination

of their own physical changes after sports consumption to enhance their purchasing power and desire.

2. Impression symbol consumption

Consumers' worship of well-known short video bloggers, to a certain extent, build and establish their own sports value and connotation image by purchasing sports products. The consumption of sports image symbols with the help of the wrong time space, with the help of the uniqueness of e-commerce and sports stars, carries out the symbol addition of sports elements and mental state for sports equipment and products, while driving consumers' full spiritual imagination and promoting consumers' pursuit of a positive, optimistic and dynamic life.

3. Image consumption of sports consumers in symbolic context

Consumption is based on context. The timing interaction between bloggers and consumers in the dithering short video is also established in a certain space. It can meet their psychological and emotional needs through sports consumption, and promote their sense of experience and freshness of sports consumption combined with offline interactive experience.

1. Participate in the wrong time space situation

The staggered time space of dithering short videos provides consumers with a virtual sports scene and a staggered virtual embodiment. The symbolic characteristics of consumers' consumption behavior constitute the unique staggered time situation and staggered time dynamic feedback of short videos. The audio-visual symbols of body feeling in the process of consumption constitute the dynamic body shape characteristics of staggered space.

2. The wrong time situation of participation experience

Modern technology not only meets people's daily life, but also facilitates consumers' consumption needs in different places at different times. The emergence of sports buffeting short video provides a communication channel for bloggers and a space for consumers to participate in sports. Through their own needs, consumers map to the propaganda and promotion of wrong time space bloggers, and get a response in the comments of short video bloggers, which greatly meets the psychological needs of consumers and strengthens consumers' sense of consumption experience.

4. Image consumption of dithering short video

In the consumption process of sports short video wrong time space, consumers are immersed in the short video space. The "face-to-face" consumption between the short video platform and consumers is realized at the wrong time and in different places. Bloggers express sports symbolization through emotional symbols, body and language symbols, and consumers participate in the promotion of image symbols and text symbols in short videos, so as to promote consumers' participation in their own sports consumption and improve the way of physical consumption.

1. Consumption of body image symbols of short video bloggers

Short video bloggers form a complete video narrative through body symbols, actions or posture, virtual or reality, narration or performance, so as to achieve the purpose of transmitting symbol information. Short video bloggers usually experience products to express their feelings, and meet the needs of consumers by describing their sense of use of sporting goods and language interaction. Bloggers also often express the experience of using sports products. Through experiencing and feeling symbols, they consume at the wrong time with consumers, and affect consumers' consumption desire and attitude towards brands from emotional changes, emotional reactions, and facial expressions.

2. Consumers' participation in wrong time consumption

After consumers' bodies are affected by short videos, short video timing space is not only a sales channel of sports products, but also a symbolic appeal for consumers to convey to short video bloggers. Consumer behaviors such as short video discussion on consumption and "ordering" of small yellow cars are also part of consumers' embodied experience, which is the performance of body symbolic consumption.

2.1 Discussion area expansion consumption

Discussion is a place for consumers to consume on the dither short video platform. It is the main link for bloggers and consumers to consume at the wrong time. The discussion and interaction has mobilized the initiative of consumers to actively participate in the dissemination of the whole short video information, and also created a false time space of virtual presence for consumers, shortening the distance between short video bloggers and consumers.

2.2 Small yellow cars promote consumption

Short video revenue comes from the number of small yellow car orders placed by consumers. In e-commerce, it is often expressed in terms of order amount. Buffeting short video bloggers and consumers can increase their order quota. Through sports social behavior with consumption concept, we can deepen the consumption of short video bloggers and consumers, and satisfy consumers' consumption desire through script, which can be transformed into consumption behavior.

5. Implementation path of short video sports symbol consumption

With the rapid development of economy and the continuous improvement of big data technology, the challenge of sports short video driven sports consumption mode is becoming more and more arduous. The era of image symbol propaganda is constantly being eliminated. The emergence of new wrong time and space consumption symbols has greatly promoted the promotion and consumption of sports products.

1. Fully strengthen the body image sports consumption advantage of short video bloggers

Sports short video is a consumer behavior formed by consumers' trust in the body image symbols of short video bloggers and the brand confidence of sports products. The embodied image of the sports short video blogger usually represents the positive energy image of health, fitness, optimism and positivity. We should fully grasp the internal spirit extraction of sports short video bloggers, combine the bloggers' own personality quality and personal "Three Outlooks" with sports products and short video and reverse, combine the internal spiritual symbols with sports products, expand the internal value of products, and echo the spiritual needs of consumers.

2. Creating a healthy and positive symbolic consumption situation

Sports short video bloggers use the advantages of their own body image symbols and sports environment to create a healthy and participatory symbolic consumption situation. The healthy symbolic sports consumption situation focuses on sports events, seizing consumers' attention to sports events to attract consumers for sports consumption. Sports short video bloggers should hold sports events online and offline to attract consumers' interest and form the core competitiveness of unique sports differences according to individual differences.

3. Optimize and innovate the wrong time consumption mode between sports short video bloggers and consumers

Sports short video bloggers can use the characteristics of short video wrong time consumption that is not limited by time and space to create a virtual consumption space of their own origin through sports social attributes and sports product promotion language symbol consumption. Through the discussion window, they can enhance specific consumption with consumers, arouse consumers' interest in sports and enhance consumers' sense of specific experience, Stimulate consumers' consumption desire.

Conclusion: in the process of making sports short video, sports short video bloggers should adhere to the positive energy, standardize their own sports short video bloggers' behavior, improve their consumer behavior, protect the legitimate rights and interests of bloggers and consumers, promote the upgrading of short video sports consumption mode, and promote the healthy development of sports short video industry.

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