

Engaging with Sports or Engaging in Doing Sports – A Comparison of Different Logics in Sport Management

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Logic of Sport Products

Following the “logic of sport products”, consumers demand, buy and ultimately consume the value embedded in sport products or services (Woratschek & Griebel, 2020). The widespread opinion in the field views **sport consumption** as “the process involved when individuals select, purchase, use, and dispose of **sport** and **sport event-related products and services** to satisfy needs and receive benefits” (Funk, Alexandris, & McDonald, 2008, p. 6). So consuming sport refers to whether consumers “**do it**” or prefer to “**watch it**”.

Active sport consumption features actively practising any kind of sports, which is directly related to physical practice (Preuß, Alfs; & Ahlert, 2012, p. 44). Therefore, active sport consumption summarizes the active involvement and commitment to sport participation (Taks & Scheerder, 2006).

Passive sport consumption refers to watching sports as part of spectatorship such as TV, online or other media channels. Besides consumption around sport events (e.g. entrance, food, travel, accommodation, etc.), passive sport consumption includes merchandise, pay-tv, sports betting and so on (Preuß et al. 2012, p. 46) and any type of travelling to visit a sport event as a spectator (Preuß et al., 2012, Koning, 2009, p. 229).

Sport consumption is most often measured in **monetary value**. Preuß et al. (2012) draw a picture of sports-related consumption in private households in Germany for the year 2010. Expenses for active sports amount for € 112.6 bn. Consumption on passive sports totals at € 26.0 bn. Please refer to Figures 1 and 2 for more details on active and passive sport consumption in Germany in 2010.

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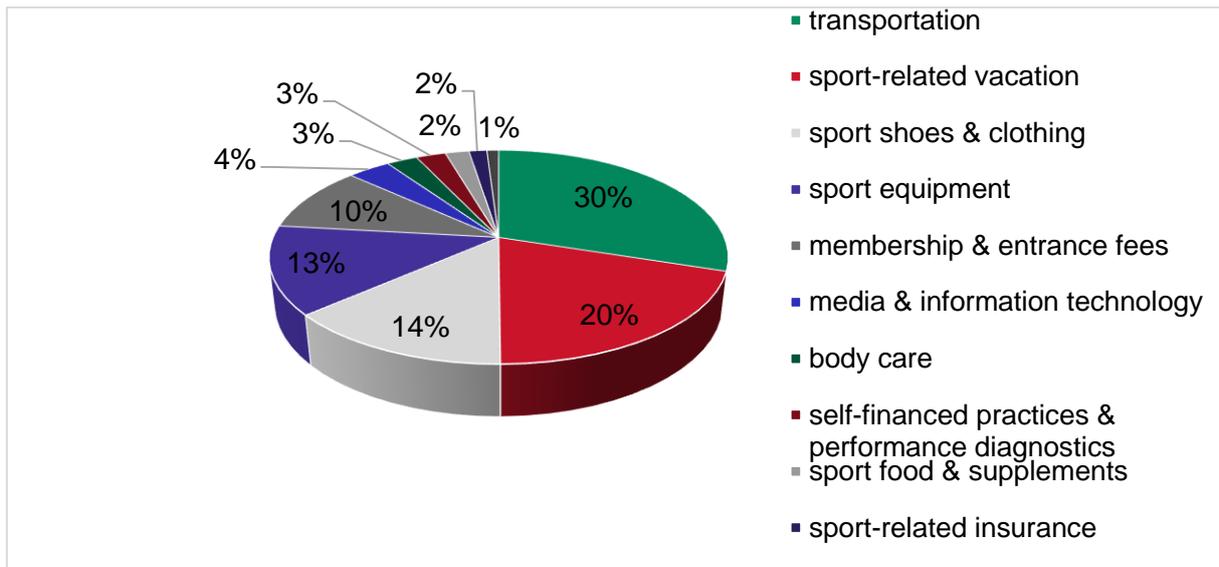


Figure 1: Active Sport Consumption in Germany in 2010² (Preuß et al., 2012)

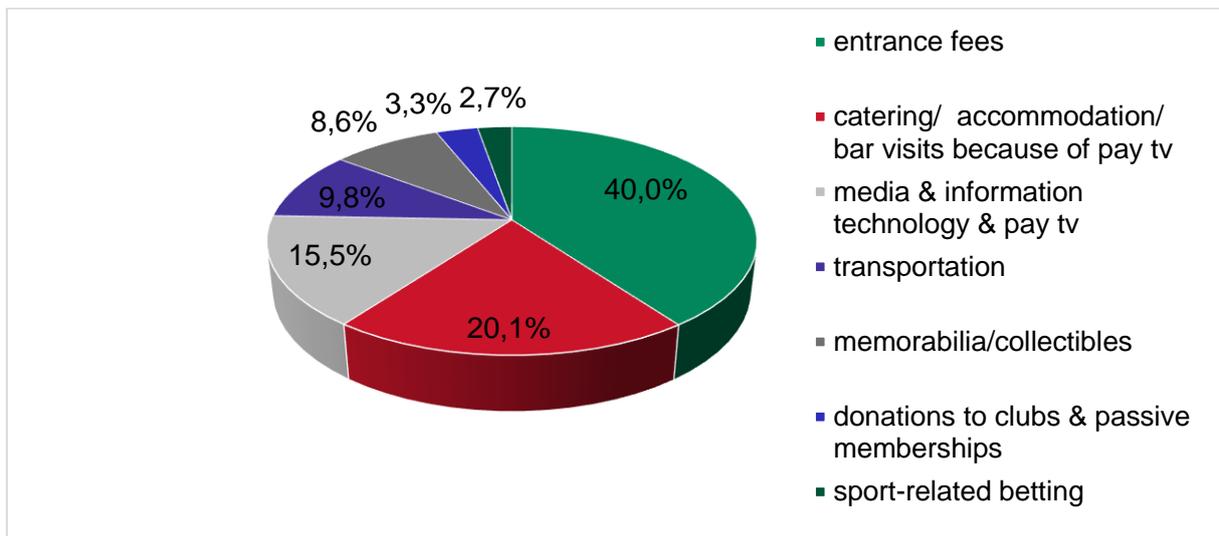


Figure 2: Passive Sport Consumption in Germany in 2010² (Preuß et al., 2012)

Forecasting economic impact ex-ante and calculating monetary value ex-post remains a difficult challenge. Furthermore, both **active and passive sport consumption is subject to constant change** due to emerging technologies and disruptive approaches of interaction through engagement (Smith, & Westerbeek, 2010). The latest disruption is the progressing **digitalisation** of the sport industry.

² Calculations include all expenses for the individual sport organization and for transport to practice sport. Beyond this, the figures include all expenditures that need sport as an input-factor, such as media and information technology (Preuß et al., 2012).

Logic of Value Co-Creation

In contrast to the “logic of sport products” (Woratschek & Griebel, 2020), the “logic of value co-creation” (Woratschek, 2020) focuses on the collaboration and social interaction of participating actors. The “logic of value co-creation” emphasises that fans or spectators of sport events actively engage in value co-creation through social interaction (e.g. chanting, singing, travelling together) (Woratschek et al., 2014; Woratschek, 2020; Yoshida, Gordon, Nakazawa, & Biscaia, 2014). Consequently, there is no passive consumption in watching sports. Thus, we call this **sport usage** instead of passive sport consumption as actors engage with sports.

If people engage in doing sports, we call this **sport practice** (Buser, Woratschek, & Ridpath, 2020). This implies that sportspersons provide their resources (e.g. physical abilities) and use others’ resources (e.g. coaches’ knowledge, opponents’ abilities). Therefore, we differentiate sport practice (i.e. engaging in doing sport) from sport usage (i.e. engaging with sport), and refrain from differentiating between the terms active and passive sport consumption.

Sport practice is influenced by **wearable technologies** that impact the way how people participate in sport (Kim & Chiu, 2019). Sportspersons can track, plan and execute their training sessions with the assistance of those wearables and **share** their data with others. The constant emergence of fitness apps changes the fitness industry as more and more sportspersons tend to prefer such applications on their mobile devices instead of going to a gym and working out individually. Lots of fitness apps, therefore, integrate gamification approaches to **foster interactive competition** with like-minded (Lister, West, Cannon, Sax, & Brodegard, 2014).

Technological development also radically changes the way **how people engage with sports**. Approaches like virtual reality, connected stadiums, or second screen usage modifies the classical in-stadium experience or broadcast of an event. The possibility of sports broadcast and entertainment of consumers is far from being reached. Steadily improving technologies do put the consumer closer to the action and **empower engagement** like never before. Formula E, for example, uses the “Fanboost” approach to allow fans to vote for their favourite drivers and give them extra power to overtake or defend from an opponent (Formula E, 2020). **Fans** are consequently able to **influence the results** of the race by their engagement. Technological convergence thereby contributes to the enhancement of data processing characterized by connectedness and ubiquity (Smith, & Westerbeek, 2010).

No matter if engaging in or engaging with sports, technology development and digitalisation enables people to engage more. Technological **platforms enable and facilitate more engagement** and therefore, they **boost value co-creation**. If these platforms drive value co-creation, they can be also described as engagement platforms (Buser, Woratschek, &

Schönberner, 2020a; Buser, Woratschek, & Schönberner, 2020b). However, they can only unfold value if sport persons engage on them through integrating their resources.

Value is always value-in-sport usage or value-in-sport practice. Co-created value is a **dynamic** process which **cannot be covered by static financial figures**. Additionally, putting a price tag on all the memories connected with unforgettable sport events like Olympic Games or World Cups is just not possible. Furthermore, **everybody values** these memories **differently**.

To put it in a nutshell:

1. The **logic of sport products** differentiates between **passive** and **active sport consumption**.
2. Furthermore, the logic of sport products focuses mainly on **financial value** showing the **huge economic importance** of sports.
3. But there is **no passive consumption** because people engage with sports even if they watch sports.
4. The **logic of value co-creation** differentiates between sport usage and sport practise.
5. **Sport practice** refers to engaging in doing sports.
6. **Sport usage** refers to engaging with sports.
7. **Technology** and digitalization enable and facilitate engagement in sport practice as well as in sport usage.
8. Digitalisation **boosts value co-creation**.
9. Value co-creation **cannot be fully covered by financial value**.

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