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When Passion Meets Belonging: A Study on the Influence of Event Identification and Urban Identification on Fans' Consumption Behavior

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Abstract:

Grounded in Social Identity Theory, this study develops a dual framework of event and urban identification to investigate their synergistic effects on sports event fans' consumption behavior. It also examines the heterogeneous effects of fan origin (local vs. non-local) and companionship (solo vs. accompanied viewing). Using on-site survey data from the 2024 Chengdu Thomas & Uber Cup, hierarchical regression analysis and t-tests yielded the following results. Both event and urban identification positively influenced fans' consumption behavior, with urban identification showing a stronger effect. Local fans demonstrated a more pronounced impact of urban identification on consumption, while non-local fans exhibited a stronger role of event identification. Solo-viewing fans had higher event identification, resulting in greater ticket consumption, whereas accompanied-viewing fans showed stronger urban identification, leading to increased peripheral licensed merchandise consumption. These findings extend Social Identity Theory's application to sports consumption and clarify the dynamic mechanisms of event-city integration. Theoretical contributions involve quantifying the synergistic effects of dual identification and incorporating Person-Positivity Bias Theory to explain companions' moderating role. Practical implications include stratified marketing strategies for event organizers, such as enhancing city cultural integration for local fans and highlighting event uniqueness for non-local fans.

Keywords: Event identification; Urban identification; Consumption behavior; Peer effects.

1. Introduction

With rapid global economic growth and rising consumer capabilities, sports consumption has shifted from material purchases to experiential and participatory forms [1]. This change reflects upgraded demands and highlights identification's role in behavior. Consumers gain emotional attachment and symbolic value from immersive sports events, beyond functional needs [2]. For instance, marathon runners pay fees and choose premium themed accommodations and programs, blending physical and emotional consumption. This model connects self-realization to event narratives, aiding exploration of fan identification.

Modern sports events aid urban development by merging vitality with city branding [3]. Events like the 1992 Barcelona Olympics reshaped urban identity through cultural narratives, creating a "city as event" symbiosis [4]. Cities' heritage enhances event value, as in Liverpool FC's ties to port spirit, building fan loyalty [5]. In event identification, fans' belonging to competitive symbols, plus emotional links to host city's culture and lifestyle in urban identification, drive spectating consumption. Aligned affinity boosts spending on tickets, merchandise, and services [6].

This study builds a dual event-city identification framework using Social Identity Theory, which shows group affiliation reinforces in-group actions and adds symbolic meaning to consumption, like buying merchandise to express "super fan" identity [7]. Team identification boosts spectating and purchases [8]. Yet, literature often ignores interactive effects or fan origin (local vs. non-local). Locals show higher urban identification, increasing local service and merchandise spending; non-locals emphasize event identification, raising travel and ticket costs. Peer effects from person-positivity bias differ by attendance: solo fans prioritize immersion, leading to higher ticket spends, accompanied fans boost well-being through interactions, increasing merchandise and dining purchases [9,10].

Using data from 840 spectators at the 2024 Chengdu Thomas & Uber Cup, this study examines: (1) direct effects of event and urban identification on consumption; (2) origin-based heterogeneity, with locals higher in urban and non-locals in event identification; (3) peer heterogeneity, where solos have stronger event identification and ticket spends, while accompanied show urban identification and merchandise buys.

The article structure includes: "Theoretical Framework" for foundations; "Method" on data and measures; "Data Analysis" for methods and results; "Discussion" on interpretations and limits; "Managerial Implications" for recommendations; "Conclusion" for summary.

2. Theoretical Framework

2.1 Social Identity Theory

Social Identity Theory (SIT), developed by Henri Tajfel and John Turner in the 1970s, explains how group membership shapes self-concepts. Individuals categorize into groups (e.g., teams, nations), boosting self-esteem through in-group favoritism and out-group bias. Key processes include categorization (group assignment), identification (emotional attachment), and comparison (in-group superiority). SIT is dynamic, influenced by context, and drives group cohesion and motivation. In sports, it accounts for athlete performance, fan loyalty, and norm-guided behaviors.

Research began with minimal group experiments showing favoritism in arbitrary groups [7]. It expanded to sports psychology, integrating identity into self-concepts to explain cohesion, stress, and leadership [11]. From an affective view, identity triggers group emotions like joy or anger, amplifying contagion in teams and affecting performance [12]. Among college athletes, high identification increases susceptibility to peer pressure for risky behaviors via normative influence [13].

Early studies focused on foundations, but recent ones emphasize mechanisms like identity leadership and emotions. However, they often ignore multilayered applications in large events. SIT in sports has evolved from explanations to interventions, needing refinement. In large events, it divides into event identification (shared norms, loyalty) and urban identification (city pride, belonging).

2.2 Person-Positivity Bias Theory

Person Positivity Bias (PPB) suggests evaluations of individuals are more positive than groups [14]. This arises from self-similarity and empathy, favoring personal interactions. PPB interacts with identity fusion: companions amplify bias, strengthening connections and moderating identification-to-behavior paths. For instance, group viewing boosts city identification via shared pride, while solo viewing deepens event immersion.

Applications include consumer satisfaction via personal pronouns and stronger charity responses to identifiable targets [15,16]. In sports, companions enhance emotional resonance and engagement [17]. Solo viewing fosters focus in high-stakes events [18]. This study uses PPB as a moderator, examining how companions influence identification-to-consumption in tournaments, integrating cogni-

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tive biases [19].

2.3 The Influence of Event Identification and Urban Identification on Fan Consumption Behavior

Event and urban identification, rooted in SIT, shape fan psychology and actions. Strong event identification drives participation, loyalty, and consumption cycles [20]. Urban identification builds bonds via culture, boosting expenditures on tickets, lodging, and merchandise [21]. Meta-analyses link these to health and social outcomes [22]. Event-city integration via hosting enhances vitality and economic cycles [23]. Urban pride motivates consumption, especially in collectivistic cultures [24].

Hypothesis:

H1: Event and urban identification positively influence fan consumption behavior.

2.4 Heterogeneity Analysis of Fan Origin on Consumption Behavior Influence

This analysis compares local vs. non-local fans on identification effects. Locals have deeper urban ties, leading to higher spending on tickets, souvenirs, and tourism [25]. They view events as pride symbols, increasing contributions, though potentially excluding others [21].

Non-locals focus on event novelty, spending on premium items and travel [26]. Distance weakens urban ties but strengthens event consumption via media and networks [27]. In collectivistic cultures, disparities are evident [28].

Hypotheses:

H2a: Urban identification's positive effect on consumption is stronger for locals.

H2b: Event identification's positive effect is stronger for non-locals.

2.5 Heterogeneity Analysis of Peer Effect on Fan Consumption Influence

PPB indicates peers enhance empathy and positive evaluations, influencing identification-to-consumption [14]. This compares solo vs. accompanied viewing. Accompanied scenarios boost interactions, loyalty, and consumption like merchandise [29]. Peers reinforce urban identification via culture.

Solo viewers focus on event identification, leading to personal investments like tickets [30]. PPB explains: peers trigger bias for impulsive buys; solo relies on intrinsics. Accompanied enhances well-being and intentions, though conflicts may reduce spending [18]. Peer effects are stronger in collectivistic cultures; media amplifies online sales [28,15]. Negative bias in poor events weakens consumption, but peers generally reinforce positives.

Hypotheses:

Based on this, the present study proposes the following hypotheses:

H3a: Solo-viewing fans exhibit higher event identification, while accompanied-viewing fans display higher urban identification.

H3b: Solo-viewing fans exhibit higher ticket consumption behavior, while accompanied-viewing fans exhibit higher licensed product consumption behavior.

3. Method

3.1 Data Collection and Participants

Questionnaires were distributed and collected on-site during the 2024 Thomas and Uber Cup in Chengdu from April 8 to April 28, 2024. A total of 936 questionnaires were issued, with 96 invalid ones excluded, yielding 840 valid responses and an effective recovery rate of 89%.

Data were gathered through a cross-sectional survey of spectators at the 2024 Chengdu Thomas Cup and Uber Cup. Questionnaires were administered using an on-site centralized method, with distribution points established at the venue entrance and spectator areas during the event period from April 8 to April 28, 2024. Participants completed digital questionnaires on mobile devices by scanning QR codes provided by the research team. This method ensured timely data collection and captured real-time feedback in the viewing context. Of the 936 distributed questionnaires, 96 invalid samples were excluded based on criteria such as unanswered key items, logical contradictions in responses, and excessively short completion times. Ultimately, 840 valid questionnaires were retained, achieving an effective recovery rate of 89%.

Regarding gender distribution, males were slightly more represented than females (52% males, n=436; 48% females, n=404) as shown in table 1. The mean age of participants, estimated by the median of each age range, was approximately 32.5 years (±14.2 years). Primarily from Chengdu (70%, n=560), the remaining 30% (n=280) originated from other cities. Additionally, 73% of participants (n=612) attended with friends or family, while 27% (n=228) watched alone. According to the official evaluation report of the Chengdu Thomas and Uber Cup, the demographic distribution aligns generally with the overall spectator profile, demonstrating good representativeness.

Ethical approval for the present study was provided by the Research Ethics Committee of the first author's institu-

tion. When distributing the questionnaires, the researchers thoroughly explained the purpose of the study and the content of the questionnaires to all participants, and obtained their informed consent.

Table 1. Demographic characteristics of the sample

Variable		sample size	percentage
Gender			
	male	436	52%
	female	404	48%
Age			
	17 and under	16	1%
	18-29 years	480	58%
	30-39 years	108	13%
	40-49 years	92	11%
	50 and over	144	17%
Incomes			
	Less than 3,000CNY	416	49%
	3,001-10,000CNY	292	35%
	10,001-20,000CNY	84	10%
	20,001CNY and above	48	6%
Education			
	Junior high school and below	8	1%
	High school or junior college	68	8%
	Undergraduate or specialized	556	66%
	Graduate students and above	208	25%
Fan Source			
	Local	560	70%
	Non-local	280	30%
Companion accompaniment			
	Watching the game alone	228	27%
	Traveling with friends or family	612	73%

3.2 Back Translation

All questionnaire translations adhered strictly to the translation-back-translation method: the English version was initially designed, translated into Chinese by the first translator, back-translated into English by the second, and then compared for consistency between the back-translated and original English versions to ensure expressive accuracy [31].

3.3 Measures

To investigate the synergistic mechanism of event identity and urban identity in influencing fans' consumption behavior, this study designed a questionnaire comprising four parts, detailed as follows: The first part collects demographic information, including gender, age, education level, and income, along with two moderating variables: fans' place of origin (local vs. non-local) and social context (watching alone vs. accompanied). The second part is the event identification scale, adapted from Wann, featuring six items to assess fans' identification with the event [32]. The third part is the urban identification scale, based on Proshansky, with six formative items measuring identification with the host city [33]. The fourth section measures consumption behavior via two items: 'How much did you spend on event tickets?' and "How much did you spend on event tickets?" and "Excluding tickets, how much did you spend on other licensed merchandise during the event?" Both employ a multiple-choice format with options: "1 = 100 CNY or less, 2 = 101-500 CNY, 3

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= 501-1000 CNY, 4 = 1001-2000 CNY, 5 = 2001 CNY or more."

Table 2 displays the results of exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) for the variables. The analysis reveals that exploratory factor loadings for all items exceed 0.70. Specifically, urban identity items range from 0.755 to 0.814, and event identity items from 0.728 to 0.805. Cronbach's α coefficients for all constructs surpass 0.85, indicating strong internal consistency. Average variance extracted (AVE) ranges from 0.639 to 0.684, and composite reliability (CR) from 0.896 to 0.913, both exceeding the 0.5 threshold, confirming good convergent validity. Moreover, CFA model fit indices meet standards (χ^2/df = 1.626, RMSEA = 0.08, NFI = 0.907, CFI = 0.919, IFI=0.911, TLI=0.906). These results affirm that the scales demonstrate adequate convergent validity, reliability, and model fit.

Table 2. Model Reliability and Validity Test Results

Construct	Item	serial number	factor loading	Cronbach's α	AVE	CR
Urban identity	Chengdu has good natural scenery	UI1	0.793	0.913	0.639	0.913
	Chengdu has a good humanistic history	UI2	0.785			
	Chengdu sports facilities are well-served	UI3	0.784			
	Positive experience with Chengdu tourism activities	UI4	0.814			
	Chengdu is a great place to visit or settle down.	UI5	0.755			
	I have a strong sense of identity with Chengdu	UI6	0.756			
Event identity	The Thomas and Uber Cup match was very exciting	EI1	0.758	0.894	0.684	0.896
	The Thomas and Uber Cup tournament is a high-level event	EI2	0.805			
	Thomas and Uber Cup matches have great value for me.	EI3	0.805			
	I understand the rules of the tournament.	EI4	0.741			
	The history and tradition of the Thomas and Uber Cup make me feel the cultural charm of badminton.	EI5	0.728			
	Through the Thomas and Uber Cup tournament, I have gained a deeper understanding of the cultures of the participating countries	EI6	0.739			

4. Data analysis

4.1 Descriptive Statistics and Correlation Analysis

Prior to hypothesis testing, correlation analysis was conducted among variables, with results presented in Table 3. Preliminary findings indicate: consumption behavior correlates positively and significantly with both event identity and urban identity; Fans' origin correlates positively and significantly with consumption behavior and event identification, but negatively with urban identification; the number of companions correlates negatively and significantly with both event identity and urban identity, and positively with fans' origin. Urban identification and event identification are highly correlated, indicating that the former may strengthen the latter.

Table 3. Means, standard deviations, and variable correlation analysis

Constructs	M	SD	1	2	3	4	5
1.Consumption Behavior	4.748	1.500	1				
2.Event Identification	5.914	0.698	0.216***	1			
3.Urban Identification	5.649	0.649	0.333***	0.574***	1		
4.Fan Source	0.333	0.473	0.085**	0.159***	-0.073**	1	
5.Number of peers	0.729	0.445	-0.053	-0.083**	-0.058*	0.114***	1

4.2 Hypothesis Testing

This study employed Stata 26 software for regression analyses on the sample data, aligned with the model hypotheses. Variance inflation factor (VIF) diagnostics were conducted for all models, revealing VIF values below 3.0, indicating no severe multicollinearity.

The analysis proceeded as follows: As shown in Table 4, Model 1 uses event identification as the independent variable; Model 2 uses urban identification; Model 3 treats fans' consumption behavior (Y) as the dependent variable, with event identity (X1) and urban identity (X2) as independent variables; Models 4 and 5 test the moderating effect of fans' origin; Models 6 and 7 examine the moderating effect of peer effects. Baseline regression results were derived from these steps.

Table 4. Results of hierarchical regression analysis

variable	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7
				local fan	non-local	alone	accompaniment
Event identification	0.519***		0.238***	0.143**	0.556***	1.031***	-0.086
	(13.55)		(5.43)	(2.48)	(8.98)	(5.51)	(-0.94)
Urban identification		0.678***	0.528***	0.639***	0.206**	0.229	0.856***
		(17.11)	(11.04)	(10.57)	(2.59)	(1.39)	(8.36)
Gender	-0.096*	0.019	-0.005	-0.030	0.086	-0.077	0.180
	(-1.76)	(0.36)	(-0.09)	(-0.44)	(1.35)	(-0.40)	(1.60)
Age	0.054*	0.010	0.011	-0.146***	0.150***	0.249**	0.113**
	(1.88)	(0.35)	(0.41)	(-3.49)	(4.83)	(2.53)	(1.97)
Income	0.061***	0.052**	0.066***	0.161***	-0.057**	0.406***	0.121***
	(2.84)	(2.55)	(3.24)	(5.68)	(-2.49)	(5.25)	(2.80)
Education	0.318***	0.366***	0.356***	0.370***	0.238***	1.823***	0.272***
	(6.47)	(7.83)	(7.73)	(5.86)	(4.13)	(10.92)	(2.83)
Constant term	-1.664***	-2.487***	-3.044***	-2.972***	-3.041***	-10.332***	-1.204*
	(-5.52)	(-8.42)	(-9.88)	(-7.47)	(-7.13)	(-8.44)	(-1.90)
sample size	840	840	840	560	280	228	612
R2	0.224	0.299	0.323	0.354	0.463	0.497	0.183

In Models 1–3, the regression coefficients support Hypothesis H1. They indicate that both event identification and urban identification significantly affect fans' consumption behavior.

The sample was stratified into local and non-local fans based on origin. This stratification assessed the differential effects of event identification and urban identification on consumption behavior. Local fans displayed higher urban identification than non-local fans. This supports Hypothesis H2a, which posits that the positive influence of urban identification on consumption behavior is stronger among local fans. Conversely, non-local fans showed higher event identification than local fans. This supports Hypothesis H2b, which posits that the positive influence of event identification on consumption behavior is stronger among non-local fans.

Further analysis by origin revealed that, in Model 4, the regression coefficient for urban identification among local fans was 0.639 ($p < 0.001$). This was significantly higher than that for non-local fans (0.206, $p < 0.01$). This supports hypothesis H2a. It confirms that the positive impact of urban identification on consumption behavior is stronger among local fans. In Model 5, the coefficient for event identification among non-local fans was 0.556 ($p < 0.001$). This was significantly higher than that for local fans (0.143, $p < 0.01$). These findings support Hypothesis H2b, which states that the positive impact of event identification is stronger among non-local fans.

The sample was also divided into solo and accompanied spectators. This division aimed to determine significant differences in event identification and urban identification across scenarios. Results from Models 6 and 7 indicate that solo spectators exhibit stronger event identification. In contrast, accompanied spectators show stronger urban identification. This suggests that solo viewing fosters deeper focus on the event. Consequently, it leads to en-

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hanced emotional engagement and event identification. In contrast, social interactions in accompanied viewing strengthen fans' sense of belonging to the city. This bolsters urban identification. These findings validate hypothesis H3a.

To further confirm the differential impact of viewing conditions (solo vs. accompanied) on consumption behaviors, independent samples t-tests were performed. Ticket consumption and licensed product consumption served as dependent variables, while viewing condition was the independent variable. Results (table 5) showed significant differences in ticket consumption between solo and accompanied fans ($t(414.178) = 37.466$, $p < 0.001$, Cohen's $d = 2.880$, 95% CI [2.674, 3.085]). Solo viewers reported higher spending ($M = 3.16$, $SD = 0.551$) than accompanied viewers ($M = 1.55$, $SD = 0.563$). For licensed product consumption, the difference was significant ($t(287.093) = -27.408$, $p < 0.001$, Cohen's $d = -2.670$, 95% CI [-2.868, -2.471]). Accompanied fans exhibited higher spending ($M = 3.05$, $SD = 0.406$) than solo viewers ($M = 1.71$, $SD = 0.693$). These results support Hypothesis H3b. They indicate that solo fans display greater ticket consumption, likely due to intensified event focus. In contrast, accompanied fans show elevated licensed product consumption, potentially driven by enhanced social interactions that amplify shared enthusiasm and impulse buying.

Table 5. The effect of companion accompaniment on fans' consumption behavior

Consumption Type	Viewing Condition	N	Mean	SD	t	df	p	Cohen's d (95% CI)
Ticket	alone	228	3.16	0.551	37.466	414.178	<0.001	2.880(2.674, 3.085)
	accompaniment	612	1.55	0.563				
Licensed Product	alone	228	1.71	0.693	-27.408	287.093	<0.001	-2.670 (-2.868, -2.471)
	accompaniment	612	3.05	0.406				

4.3 Robustness Checks

The benchmark regression model analyzes the mechanisms influencing fans' consumption behavior by progressively introducing variables. However, fans' current consumption behavior presents the following challenges. (1) Prior to the event, fans may purchase tickets, team merchandise, and other items in advance. These purchases arise from expectations, team loyalty, or player affinity, influenced by personal preferences, economic status, and event promotion. (2) Post-event, consumption may be affected by viewing experience, outcomes, and player performance. Satisfaction may prompt continued purchases or subsequent activities, whereas disappointment may reduce spending.

Consumption intention typically refers to fans' willingness to purchase without external interference. It reflects intrinsic preferences toward the event, team, or players. Compared to consumption behavior, consumption intention is less susceptible to pre- and post-event factors, more authentically capturing fans' attitudes.

Accordingly, this study incorporates a consumption intention questionnaire [32]. It selects four items to evaluate fans' intentions toward the event. To verify the robustness of the conclusions, regression tests were conducted. These tests substituted the core dependent variable "fans' consumption behavior" with "fans' consumption intention." Results in Table 6 show that the relationships between event identification, urban identification, and consumption intention remain significant. This affirms the reliability of prior findings.

Table 6. Change the measurement approach of the dependent variable

Variable	Consumption Behavior	Consumption Intention
Event identification	0.238***	0.490***
	(5.43)	(10.44)
Urban identification	0.528***	0.179***
	(11.04)	(3.50)
Gender	-0.005	0.099*
	(-0.09)	(1.80)

Age	0.011	0.145***
	(0.41)	(4.95)
Income	0.066***	-0.051**
	(3.24)	(-2.36)
Education	0.356***	0.445***
	(7.73)	(9.05)
Constant term	-3.044***	0.048
	(-9.88)	(0.14)
sample size	840	840
R2	0.323	0.292

5. Discussion

5.1 Key Findings

This study examines synergistic effects of event and urban identification on fans' consumption in tournaments, using the 2024 Chengdu Thomas & Uber Cup case. Findings show both identifications positively affect consumption, with urban identification stronger. Local fans prioritize urban identification; non-locals emphasize event identification. Companion dynamics moderate: solos favor ticket spending, accompanied groups prefer merchandise. Urban identification's stronger impact aligns with social identity theory, as fans integrate city attributes into decisions, fostering emotional bonds and loyalty [7]. Regression shows urban coefficient (0.528) exceeds event (0.238), indicating city experiences like Chengdu's parks and symbols enhance belonging beyond event excitement. Fan origin differences reflect geographic moderation: locals have higher urban identification (0.639), driving embedded consumption via civic pride; non-locals show stronger event (0.556), fueling transient spending on unique experiences, supporting H2a and H2b. Companion effects, based on person-positivity bias, reveal solos intensify immersion for higher tickets, while groups boost social reinforcement for merchandise, backed by t-tests [14].

5.2 Limitations and Future Research

This study offers novel insights on event and urban identification's influence on consumption but is limited by conditions, methods, and framework. Key limitations follow, suggesting future improvements. First, sample constraints are temporal and spatial. Using one event at Chengdu Hi-Tech Center with on-site samples, despite randomization, limits generalizability. Chengdu's unique status as a southwest hub and "World City of Major Sports Events" questions applicability elsewhere. The badminton focus attracts specific fans; other sports like football show stronger belonging, marathons individual experiences [30,33]. Data limited to event period misses pre/post changes in behavior and identity evolution. Future work: use longitudinal data from diverse cities and events (e.g., leagues) for better validity. Second, modeling is oversimplified. The dual-identity framework ignores confounders like consumption capacity and cultural capital; only demographics controlled [34]. Urban identification measures static aspects, missing dynamic experiences. Peer analysis focuses on companion numbers, not types (e.g., family, friends). Future: add mediators/moderators, use interviews for multidimensional identity exploration. These limits highlight future directions without diminishing value. Multimethod, interdisciplinary, global approaches can advance social identity theory in sports, aiding event-urban synergy.

6. Managerial Implications

6.1 Leveraging Media Channel Resources to Promote Event and Urban Development

Research shows event and urban identification significantly influence fans' consumption. Strengthening these identifications boosts event spending and merchandise purchases tied to city culture. Organizers and managers should foster belonging to urban culture to enhance consumption and local economy. The 2024 Chengdu Thomas & Uber Cup offers insights: align events with festivals to boost participation; attract stars for exposure; improve transport, equipment, and catering for better experiences. Chengdu integrated Sichuan cuisine and panda culture, drawing tourists and spurring growth. For future events, address diverse needs beyond viewing, like tourism and exhibitions. Engage communities in planning to build

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belonging. Use media to blend city image with event promotion for brand transfer. Partner with businesses for packages to enhance experiences, attract audiences, expand influence, and stimulate development.

6.2 Implementing Audience Segmentation Marketing Strategies Based on Fan Origin Characteristics

Fans are key for city-event integration. Organizers should tailor strategies to local and non-local needs using surveys on identification and behavior, including demographics like age, income, and sports involvement, to analyze differences and inform marketing. Locals show stronger urban identification; non-locals emphasize event identification. For non-locals, highlight city culture and facilities; for locals, stress event uniqueness. Boost interactions via social media and activities to increase belonging. These approaches meet needs and benefit cities and events.

6.3 Combining Audience Companionship Characteristics to Strengthen Interactive and Personalized Services

First, tailor ticket strategies by companionship: offer pair seating and "couple packages" to encourage shared viewing; introduce group tickets for friends. Promote social atmosphere to boost appeal and vibrancy. Second, promote interactions with zones for communication, online/offline activities, games, and real-time platforms to enhance engagement, participation, and belonging. Third, address solo attendees' needs by analyzing details like occupation; provide customized gifts or services for care, encouraging consumption and pleasure. These steps attract more audiences, increase appeal, and create memorable experiences.

7. Conclusion

This study offers a novel understanding of the dynamic mechanisms underlying fans' event consumption behavior and proposes a dual-identity framework for sports marketing. Specifically, empirical results show that the positive influence of city identity on consumption expenditure is significantly stronger than that of event identity. Local fans tend to prioritize reinforcing city bonds, whereas non-local fans emphasize event connections. Furthermore, the companionship factor has a moderating effect, increasing merchandise purchase intentions during group viewing, while solo attendees are more inclined to increase ticket expenditures. From a theoretical perspective, this research highlights the subtle nuances in applying social identity theory to transient events. From a practical standpoint, it advocates segmented marketing strategies that emphasize identity centrality for local fans and the event's uniqueness for non-local fans. These strategies cultivate attitudinal loyalty and stimulate economic vitality, reflecting the intrinsic complexity of evolutionary processes in sports consumer behavior.

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