



# Industrial Value-added and Digital-real Integration Driven by Consumer Motivation: a Double Case Study of Shanghai Major and Shanxi Culture and Tourism Industry

Rongyao Qin

Beijing City University, Beijing, 101330, China

shend@ldy.edu.rs

**Abstract.** Since 2003, e-sports has been officially listed as a sports item in China, e-sports culture has been widely recognized, and ushered in the golden age of industrial development. In recent years, the development of e-sports industry is becoming more and more strong. While expanding group consumption and promoting economic development, it also plays an important role in driving the development of other related industries. The development of e-sports industry in China has shown a trend of diversification, covered a wide range and involved many other industries. However, most of the relevant research only analyzes its impact on the economy from the perspective of market and lacks the exploration of the internal factors such as consumers' consumption intention and consumption motivation. This paper explores the impact of e-sports industry development on digital economy from the perspective of consumer motivation based on the combination of bidding for large-scale events and Guizhou's culture and tourism, and deepens the research on relevant issues and fills some research gaps.

**Keywords:** E-sports industry, E-sports market, Digital economy, Consumer motivation.

## 1 Introduction

### 1.1 Research Background

The e-sports industry is more and more compatible with the national digital and real integration strategy. It is not only because of the enrichment of the game industry and the commercialization of competitions, as well as the development of related industries such as the supporting network broadcast platform, but also mainly driven by the motivation of consumers. Consumer motivation is the main variable for the value-added of e-sports industry. It is mainly reflected in emotional effect, social effect and technical effect. For example, e-sports users are willing to pay for their favorite teams or players and pay for peripheral products. Their behavior is often shown as a

kind of support behavior. The integration of e-sports industry and e-sports industry can realize new value-added. Through the integration of digital technology and real economy, it can break through the constraints of time and space and form new business models and new value growth points. This integration not only improves user experience, but also promotes the sustainable development of the e-sports industry.

## **1.2 Research Purpose and Significance**

Although the e-sports industry and culture and tourism industry are in different fields, they both achieve industrial upgrading by meeting consumers' personalized needs, optimizing consumer experience and using digital technology. This paper will conduct an in-depth analysis on the impact of consumer motivation on the value-added and digital-real integration of e-sports industry, providing theoretical guidance and practical reference for the development of related e-sports industry and even related industries. Through the deep integration of digital technology and real economy, new business forms and value appreciation can be achieved by breaking through the limitation of time and space [1]. This integration not only improves user experience, but also promotes the sustainable development of e-sports industry.

## **1.3 Research Methodology and Structure**

This study aims to select two cases from the perspective of consumer motivation: Shanghai Major International Competition and Shanxi Culture and Tourism Industry. For example, social needs, entertainment needs, and sense of achievement play a common role in industrial value-added and digital-real integration. It shows significant industrial value-added effect driven by consumer motivation.

The structure of this paper is as follows: firstly, we will review the relevant literature in the field of e-sports industry, including the development process of e-sports industry, the research status of consumer motivation theory, etc., then in the third and fourth part, we will conduct the case analysis of Shanghai major and Shanxi Cultural Tourism Co., LTD., and finally present the conclusion and future prospects in the fifth part

# **2 Literature Review**

## **2.1 Development History and Current Situation of E-sports Industry**

In recent years, the scale of e-sports industry has gradually expanded. In 2020, China's e-sports market was nearly 1,500.1 billion yuan, maintaining a rapid growth trend. Users' online entertainment time also increased significantly, and the growth rate of mobile e-sports game market reached 36.8%. At the same time, the e-sports ecological market has also achieved a growth of 45.2% [2]. With e-sports officially listed as a sports project in 2003, China's e-sports industry has gradually changed from a niche game industry to a mass sports project. In recent years, the market scale and user scale of China's e-sports industry have shown a trend of rapid growth. In 2024, the revenue of

China's e-sports industry jumped to 27.568 billion yuan, with a year-on-year growth of 4.62%, as shown in Fig 1. This is also the growth of China's e-sports industry after two consecutive years of decline. Thus, e-sports in China had a huge influence and market potential. Although the growth rate has slowed down, with the successful holding of Major events such as the e-Sports World Cup and Shanghai Major, the number of e-sports users has yet to grow further.

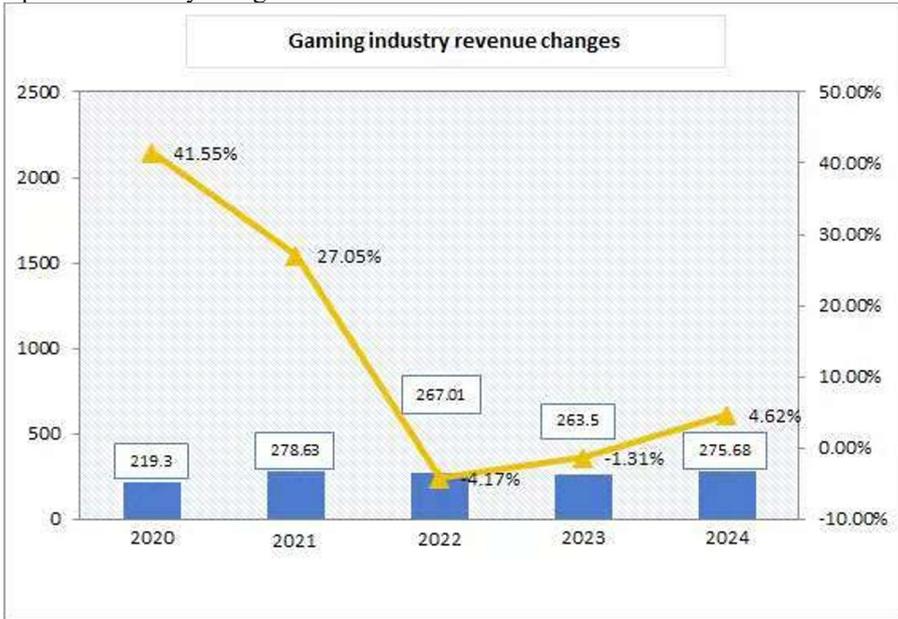


Fig. 1. Gaming industry revenue changes

## 2.2 Consumer Motivation Theory

Previous studies on traditional consumer motivation theories mostly focused on micro-consumer behaviors such as product purchase and brand choice, involving a wide range of industries and consumption scenarios. Traditional theory such as Maslow's demand theory of motivation level provides us with a kind of explain the basic method of consumer motivation types including functional motivation and social motivation, emotional motivation, functional motivation refers to the utility and cost performance and product use, such as consumer buying durable electrical appliances product, social motive and social products and brands Status, identity, belonging to a group of people and so on, such as consumers to buy luxury goods or brand clothing, in order to improve the social image; Emotional motivation is related to consumers' emotional connection to a product, such as buying a product due to their love for a brand. Different types of consumer motivation will have different effects in different situations of consumer market choice behavior [3].

### **2.3 Theory and Practice of Data-real Integration**

Digital-real integration is the deep integration of the digital economy and the real economy. It aims to transform traditional industries in an all-round and full-chain manner through digital technologies such as big data, cloud computing and artificial intelligence, to improve production efficiency and innovation capacity. E-sports industry chain as the digital economy and "number of solid fusion" forms, and culture, tourism, electricity, broadcast, etc. are all in business and income online has complex multivariate live events of hd, real-time data interaction, the multilingual, offline in a theme of the venues, such as interactive displays immersive experience, truly a "real" fusion "number", Breaking through the limitation of time and space, it has created new business models and value growth points [4].

Number of e-sports industry chain as the digital economy "solid fusion" forms reflected, and culture, tourism, electricity, broadcast, etc. are all in business and income complex multivariate

## **3 Case Study of Major in Shanghai**

### **3.1 Analysis of Consumer Motivation**

Compared with other games, e-sports games are not simply playing games. They are more competitive, team-oriented and professional, and encourage players to compete with each other in the game. E-sports games are the most competitive game category in the cross field of video games and e-sports. It is defined as "a kind of competitive video game that is usually included (professional and amateur) [5]. Its internal coordination through different leagues, rankings and tournaments makes the game experience more competitive, and the game experience is very strong. 2024 Counter-Strike World Championship, also known as 2024 Shanghai Major, Is sponsored by the perfect world e-sports predecessor was the highest level official counter-strike tournament, its success lies in its extremely accurate grasp of the core requirements of e-sports consumer groups, the game audience behavior motivation is multiple, in the emotional aspects, audience against teams and players have sense of identity and belonging, hopes to team pay, buy peripheral products. In terms of social needs, the audience is willing to team up with friends to watch the game and communicate with offline social activities outside the process. In terms of technical pursuit, the audience has higher requirements for the enjoyment and technical content of the competition and enjoys a high level of competitive performance. Major success also lies in its precision meets the requirements of the core of e-sports consumer groups, including emotional identity, social experience, technical pursuit of multidimensional motivation.

### **3.2 Industrial Value-added Effect**

The occurrence of Shanghai Major events has brought value-added effects to the e-sports industry from three aspects: event economy, upstream and downstream of the industrial chain, and city brand. The first is the event economy. Ticket revenue,

sponsor's investment and peripheral products are the main economic sources of the event. Tickets for Shanghai global audience attention with Major events, one ticket is hard to find, 2024 Shanghai Major final (Spirit vs. FaZe) global breakthrough 1.303 million live audience peak data) (not including the Chinese mainland, bus watching: The total online viewership of the event is expected to exceed 600 million, covering more than 100 countries and regions on five continents. Meanwhile, the event has a large number of sponsors (esports charts), which provides sufficient funds for the event. In addition, the sales of products surrounding the event also contribute greatly. Industrial chain extension Shanghai Major events of e-sports club, live platform, such as content production industry chain upstream and downstream linkage development. The holding of the competition has created a publicity and display platform for e-sports clubs, improved their visibility and influence, and attracted more fans and sponsors. Live platform through live events to attract audience, increase traffic and user activity, promote the development of broadcast industry. Content production. The highlights and stories of the events provide materials for content producers and promote the diversified and professional development of e-sports content. In terms of city brand, Shanghai through holding Major events, further enhance the capability of the international city of e-sports and popularity, as the events held successfully attracted the world e-sports enthusiasts, show e-sports hard power, the city of Shanghai as an international, e-sports talent and attract more enterprises, promote the development of e-sports industry in Shanghai.

## **4 Case Study of "Black Myth" Cultural Tourism in Shanxi**

### **4.1 Practice of Data-real Fusion**

The continuous iterative development, application and promotion of digital intelligence technology, combined with the cultural and tourism industry, can better meet the diversified and personalized needs of modern consumers and enrich people's cultural experience. In addition, virtual reality and augmented reality technology are widely used in the digital display of cultural heritage, so that historical sites and works of art can be presented in an interactive way, enhancing the effect of cultural transmission. Black Myth: Wukong is an action role-playing game developed by a Chinese game company [6]. Since its release, it has become popular with its exquisite picture quality and unique Chinese culture. The development of the integration of data and reality has also driven the development of local culture and tourism. It is a comprehensive service tourism platform integrating scenic spot tickets, hotel accommodation and transportation. It can enjoy one-stop comprehensive tourism services of "food, accommodation, travel, travel, shopping and entertainment". Using "Jin you code", it can realize remote reservation of scenic spots in the whole province, registration and admission without contact, restriction-flow control admission, personnel movement track traceability, etc., which is convenient for tourists to travel. In terms of cultural and tourism integration, Shanxi based on the actual integration of cultural and tourism, promotes the deep integration of cultural and tourism, and creates a digital Shanxi cultural and tourism IP. In addition, it has deeply explored Shanxi's local cultural resources, such as

the large-scale scene experience performance "See Pingyao Again", which tells the story of the land in the Three Jin Dynasty, further promoting the digital-real integration development of the cultural and tourism industry.

## 4.2 Analysis of Consumer Motivation

Video games provide players with a sense of immersion, so that they are in a free world [7]. Some game players will take the initiative to understand the destinations and places related to the game after playing the game and generate tourism demand [8]. The historical scenery and local landscape presented in the game are the main attractions to stimulate the travel intention [9]. Especially when the tourist destination or related information elements are embedded in the game and the players form a co-noise, the players' travel intention will be greatly enhanced with Black Myth: Wukong, for example, chooses 36 scenic spots nationwide as the game map, and there are as many as 27 scenic spots in Shanxi Province, such as Xiaoxi Tian, Jade Emperor Temple, Iron Buddha Temple, etc. Shanxi Cultural Tourism Co., Ltd. immediately launched the activity of "Follow the Wukong Tour in Shanxi", which combines the game development themed tourism routes and cultural and creative products and opens the historical exploration of the prototype of the game scene in the form of field exploration. Social clocking activities such as unlocking and searching for Easter eggs were carried out in the cultural and tourism scenes to strengthen the participation of tourists. The innovative mode of combining game scenes with reality not only satisfies people's cultural exploration psychology, but also further expands the exposure rate of cultural and tourism projects through social sharing, injecting new strength into the integration of culture and tourism [10].

## 4.3 Industrial Value-added Effect

Shanxi Culture & Tourism Co., Ltd. has developed cultural and creative products, digital content production and other emerging businesses by focusing on popular ips such as Black Myth: Wukong. For example, the Department of Culture and Tourism of Shanxi Province has cooperated with the theme IP of "Black Myth: Wukong" to launch line-themed tourism and cultural and creative products, which have stimulated tourists' enthusiasm for exploring ancient buildings offline and driven the growth of cultural and tourism consumption in Shanxi. According to statistics, in 2024, under the deep empowerment of the "Black Myth: Wukong" IP, the annual sales of Shanxi's cultural and creative industry exceeded 1.2 billion yuan, with a year-on-year growth of 43%, among which the game co-signed cultural and creative products accounted for 60%. The practice of cultural tourism in Shanxi has not only increased the benefits of local tourism, but also promoted the upgrading of the industrial chain.

## 5 Conclusion

Based on the observation of Major events in Shanghai and various data of culture and tourism in Shanxi, this paper analyzes and measures the impact of e-sports on local economic value-added from the perspective of industrial value-added and data-real integration. This paper enriches the empirical analysis on the impact of e-sports on local economic growth from multiple levels and finds that e-sports events have a significant impact on local industrial value-added, and consumer motivation can promote the phenomenon of industrial value-added. Therefore, the holding of e-sports events can promote the upgrading and development of related industries, point out the direction of industrial upgrading, increase more employment opportunities, and promote the overall improvement of the structure, which is a benign trend of the overall development.

There are still some limitations and deficiencies in this study. First of all, the data used in this paper are mainly analyzed by the Major events in Shanghai, and the multi-regional characteristics and achievements are investigated for reference. The cultures and customs displayed in different regions are not the same as those in Shanghai, so the diversity of the investigation is lacking. However, with the rapid development of information technology, the ability of each region to receive information is increasingly enhanced, thus giving birth to the seeds of being willing to accept new things. Therefore, future research can further consider how to accept and cite the economic value-added model brought by e-sports events more quickly and comprehensively. Secondly, this paper illustrates the promotion and plasticity of electronic games for economic value-added through the economic value-added expansion of Shanxi culture and tourism. However, due to the limitation of survey data, it is impossible to fully analyze the inevitable relationship between them. Future research can try to expand the data, and better observe and analyze the relevant factors of local cultural and economic value-added and electronic games.

## References

1. Zheng, M. X.: Deep integration of digital economy and real economy: Logic, challenge and practical way out. *Journal of Suihua University*, 45 (2025).
2. IResearch Consulting Series Research Report (2021 Issue 4): China e-Sports Industry Research Report 2021, 193–237 (2021).
3. Li, H. Q.: Research on communication strategy of Suzhou Museum from the perspective of integrated brand communication. *Suzhou University* (2019).
4. Zhang, M.-X., Qiao, G.-Q., & Chen, F.: E-sports industry chain tax risk identification and countermeasures research. *Western Finance and Accounting*, (01), 18–20 (2024).
5. Peng, L., & Guo, Q.: E-sports players: The comparative study on the motivation and self-esteem. *Journal of Chengdu Sports Institute*, 44(04), 16–23 (2018).
6. Loureiro, S. M. C., Guerreiro, J., & Ali, F.: 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. *Tourism Management*, 77, 104028 (2020).

7. Jang, K.: Real in virtual or virtual in real? Intersecting virtual and real experience in open-world video games and heritage tourism. *Journal of Heritage Tourism*, 1–16 (2020).
8. Carvalho, B. H. M., Bertoazzi, G. G. C., & Correa, C.: Videogames generating tourist demand: Italy and the Assassin's Creed series. Apple Academic Press, 305–326 (2019).
9. Sajid, M. J., Cao, Q., & Xin-Chun, L.: Video gaming: A new face of inducement tourism: Main attractors for juvenile gamers. *International Journal for Social Studies*, 5, 52–56 (2018).
10. Lian, T., Chen, M., Yu, C., et al.: Research on the influence of tourism destination embedding in online games on players' travel intentions. *Journal of Management Analytics*, 4, 601–630 (2024).

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

