

Outdoor Leisure Sports Industry Market Adaptability under the Background of Double Cycle Key Elements and Theoretical Logic

-- Based on rooted theory analysis

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Abstract: Based on the framework of rooted theory analysis, the key elements and theoretical logic of market adaptability of outdoor leisure sports industry are deeply studied. The research finds that the logic generation of market adaptability is a dynamic, continuous and systematic process, which involves the interaction and influence between structural elements, process elements and result elements. Structural elements, such as policy environment, industrial base, resource endowment and technological innovation of digital transformation, act on key elements such as process element market monitoring and positioning, marketing strategy, talent cultivation and risk management, consumer behavior analysis and service strategy, etc. To further promote the formation of outcome elements such as the expansion of market share, the improvement of customer satisfaction, the deepening of industrial integration and innovation, and the expansion of international cooperation. This "structure-process-result" three-dimensional theoretical analysis framework provides theoretical support and practical guidance for the market adaptability of outdoor leisure sports industry in terms of market positioning, resource allocation, marketing strategy, operational efficiency, market adaptation mechanism, innovation path and market performance evaluation, so as to promote the long-term and stable development of outdoor leisure sports industry.

Keywords: Double Cycle Background; Outdoor Leisure Sports Industry; Market Adaptability; Grounded Theory.

1. Introduction

With the profound adjustment of the global economy and the transformation of China's development stage, China is taking shape in a new development pattern with internal and external cycles as the mainstay and both internal and external cycles reinforcing each other [1]. In China, which is rich in natural resources, outdoor sports, as an emerging sports activity, have a huge market potential, but they have not yet been fully integrated into the daily and sports fields. Under the background of globalization, the double cycle strategy provides a new idea and direction for China's industry [2]. As an emerging industry, outdoor leisure sports industry plays an important role in promoting economic growth and improving people's quality of life [3]. However, facing the complex and changeable market at home and abroad, how to improve the market adaptability of outdoor leisure sports industry has become an urgent problem to be solved. At present, the outdoor leisure sports industry is facing many practical problems. On the one hand, the domestic market demand is growing day by day, and consumers' requirements for the quality, diversification and individuation of outdoor leisure sports products are constantly improving [4]; On the other hand, the competition in the international market is fierce, and international brands occupy a dominant position with their advanced technology and mature market operation experience [5]. In this context, China's outdoor leisure sports industry must strengthen its own construction, enhance market adaptability, in order to cope with the challenges of domestic and foreign markets.

Based on the above background and problems, this paper

aims to deeply explore the key elements and theoretical logic of market adaptability of outdoor leisure sports industry under the background of double cycle through rooted theoretical analysis. As a qualitative research method, rooted theory emphasizes on extracting concepts and constructing theories from original materials, which is of great significance for in-depth understanding of market adaptability of outdoor leisure sports industry.

2. Literature Review and Problem Raising

With the gradual establishment of the domestic and international dual-cycle development pattern, the outdoor leisure sports industry has ushered in unprecedented opportunities and challenges for development. In order to deeply analyze the key elements of the market adaptability of the industry, this paper will review the literature from the following aspects: First, the market status and development trend of the outdoor leisure sports industry are studied to understand the current market size, structure, competition pattern and future development trend, and provide the basis for the market adaptability analysis of the industry; The second is to analyze the outdoor leisure sports industry at home and abroad market demand changes related research, in order to master the changing trend and characteristics of market demand; The third is to explore the theory and practice of outdoor leisure sports industry market adaptability, in order to put forward effective market adaptation strategies and methods.

2.1. Related Research on Market Status and Development Trend of Outdoor Leisure Sports Industry

Through literature review and combing, it is found that the outdoor leisure sports market at home and abroad has been booming. At home, China's "double cycle" development strategy has not only brought profound changes in the market and policy environment for the outdoor leisure sports industry, but also stimulated the upgrading of consumer demand. In 1989, China's first civil outdoor society group was born. In 2008, the annual output value of the domestic outdoor sports industry exceeded 3 billion yuan, and it is expected to achieve nearly 20 times growth in the future, and is expected to reach 900 billion yuan in 2025[6]. This growth is mainly driven by multiple factors such as policy support, consumption upgrading and health awareness promotion. The China Outdoor Leisure Sports Industry Development Report (2022 edition) further confirms this trend and provides a detailed analysis of the key factors driving the industry's growth and potential growth opportunities in the market segment[7]. This shows that China's outdoor leisure sports industry is ushering in a new stage of development driven by policy orientation, consumption upgrading and health concept transformation. In foreign countries, the Global Outdoor Recreation Market Report (2022) analyzes the development trend of the outdoor leisure sports market from a global perspective, including market size, growth rate, major players and future growth potential, providing a valuable reference for understanding the market dynamics at home and abroad.

2.2. Related Research on Changes in Domestic and Foreign Market Demand of Outdoor Recreation Sports Industry

The outdoor leisure sports industry can flexibly respond to changes in domestic and foreign market demand through continuous product innovation, precise market positioning and flexible marketing strategies[8]. Domestically, China's sports industry includes four major categories of sports service industry, which are further subdivided into nine categories. In the distribution of output value in 2021, the subsectors of sports goods sales, sports marketing and facilities management, physical education and training, and outdoor leisure sports and fitness accounted for 16.5 percent, 7.9 percent, 7.4 percent and 5.8 percent, respectively. Among them, outdoor leisure sports such as hiking, camping and rock climbing are warmly welcomed by consumers. At the same time, the outdoor equipment market also showed a strong growth trend. The China Outdoor Sports Brand Development Report focuses on the market performance of domestic outdoor sports brands, exploring factors such as market share, brand building and marketing strategies[9]. The Report on the Market Panorama Assessment and Development Strategy Planning of China's Camping Industry in 2022-2027 provides an in-depth analysis of the competitive landscape of the domestic outdoor leisure sports industry, involving multiple dimensions such as market share and competitive strategy. At the same time, the report "Competitive Landscape in the Global Outdoor Recreation Industry" from a global perspective gives an in-depth analysis of the competitive landscape of the global outdoor recreation industry, including major competitors, competitive strategies and market shares. Leading Companies in the Global Outdoor Recreation Industry introduces the leading companies in the global

outdoor recreation industry, revealing information such as market position, competitive strategy and product innovation[10]. Together, these reports show the vigorous development of the outdoor leisure sports industry.

2.3. The Theory and Practice of Market Adaptability of Outdoor Leisure Sports Industry

In the double cycle pattern, market adaptability is driven by policy, innovation, positioning and strategy. Yin Anna (2015) emphasized the core role of product innovation in enhancing industrial competitiveness[11], while Dai Zhixin et al. (2023) pointed out that the policy environment promotes industrial transformation through financial support[12]. Xue Wenzhong (2019) and Chai Wangjun (2022) both emphasize the importance of institutional guarantee and government regulation[13]. In foreign countries, Molina Navarro and Rivera Mateos (2020) emphasize the need for governments to provide suitable natural environments and landscapes for leisure sports activities[14]. Fancourt and Aughterson (2021) and Eigenschenk and Thomann (2019) both argue that it is essential to promote the health benefits of leisure activities[15][16]. Cho (2023) found through a questionnaire survey that consumers' choice of outdoor recreational sports products is affected by multiple factors such as personal interest, health status and economic ability[17]. Kong, Dezhi., Sun and Jingzhu (2022) believe that the sports consumption pattern is changing from traditional physical consumption to participatory consumption, and propose the impact of the change of sports consumption pattern[18]. The comparative study of global sports industry policies and the Study on Coordinated Development of Outdoor leisure sports industry Chain both provide valuable insights, emphasizing the importance of government support, natural integration and industrial chain optimization[19][20].

The existing research on the outdoor leisure sports industry focuses on the macro perspective, the micro market demand and consumer behavior are insufficient, the theoretical system is not perfect, and the research methods are mainly qualitative, lack of quantitative and case studies, and international comparison is also scarce. The purpose of this paper is to systematically study the causal mechanism of market adaptability of outdoor leisure sports industry under the background of double cycle by using the grounded theory. Rooted theory emphasizes on extracting theory from actual data, which can deeply understand consumer behavior and market demand, and improve the theoretical system; At the same time, the theory can be combined with quantitative data verification to provide comprehensive and in-depth analysis; It also supports cross-cultural comparative research, revealing industrial differences and commonalities, and enhancing international vision.

3. Research Design, Category Refinement and Model Construction

3.1. Research Methods

Grounded theory, an important methodology of qualitative research, is known for its characteristic of constructing theories by induction in the natural environment. Based on this method, this paper deeply discusses the key elements and theoretical logic of market adaptability of outdoor leisure sports industry under the background of double cycle. Through the systematic analysis of multi-source text data

such as policy documents, news reports and industry reports, the text analysis tool of Nvivo12 is used to efficiently identify high-frequency words and themes, and accurately capture core elements and features[21]. This paper aims to build a comprehensive and in-depth theoretical framework to provide

theoretical support and practical guidance for the healthy development of outdoor leisure sports industry. Through detailed coding analysis, we strive to reveal the key elements and logic in the development of the industry, and provide a strong basis for its adaptation to the double cycle background.

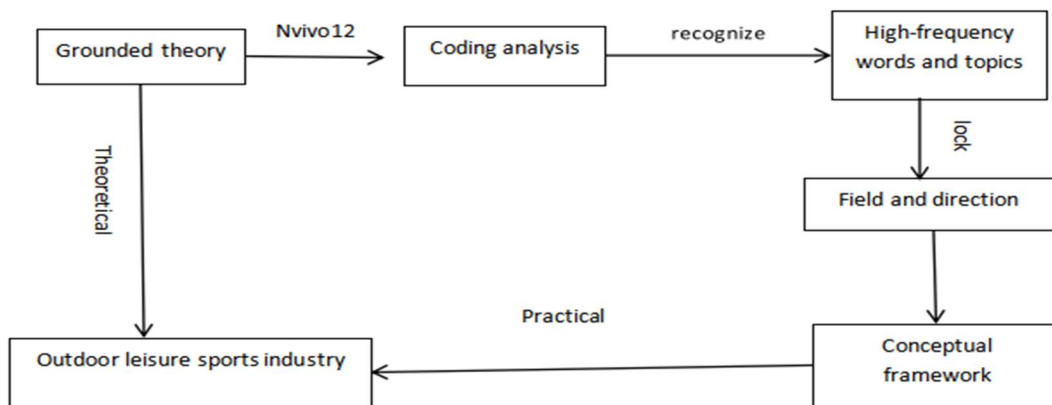


Fig. 1 Research flow chart

3.2. Data Collection

Based on multi-channel data, this paper deeply discusses the market adaptability of outdoor leisure sports industry under the dual-cycle background. By collecting official policies, news and reports from the General Administration of Sport of China, local government culture and sports bureaus, industry associations, and relevant literature in academic databases, as well as information from the Department of Education and Sports Bureau, a total of 330 relevant text materials (policy text 48, news text 36, report text 78, interview 28, other such as editorials and literature 140) were screened and sorted out. Which provides strong data support for the research of this paper. In data screening and sorting, scientific methods are strictly followed to ensure data representativeness and research depth. Multiple rounds of extraction and coding were carried out for 380 text materials from 2014 to 2023. In the first round, 20 samples were extracted and coded every year to grasp the core content. In the second round, another 10 samples are selected each year

for in-depth coding, verification and rich analysis. When the new samples no longer provide new information, it is considered that the theory has become saturated, which lays a solid foundation for the research of this paper. In terms of sampling strategy, flexible adjustment is made for the difference in the number of text data: in 2019-2021, there is less data, using two-round extraction coding; While in 2021 and 2023, with abundant data, three rounds were conducted to ensure a wide range of samples and in-depth research. The selection of 2014-2023 as the research period is based on the full implementation of the double-cycle policy, significant policy effects and market changes, abundant data availability, and the rapid development of the outdoor leisure sports industry market. This strategy ensures that while guaranteeing the representativeness of the sample, the feasibility and efficiency of the study are also fully considered.

3.3. Coding to Refine Concepts and Categories

3.3.1. Concept and Scope of Open Coding

Table 1. Open coding forms concepts and categories

| Categories | Concepts | Original statements in textual sources |
|---|---|---|
| Present situation of outdoor leisure sports industry | Industrial scale and structure | The scale has expanded rapidly, covering many subdivisions such as outdoor equipment manufacturing, outdoor activity planning and organization, and outdoor sports training |
| | Market characteristics and consumer behavior | Consumers are increasingly young, pursuing a healthy, individual and natural lifestyle, and have a strong demand for high-quality and distinctive outdoor products and services |
| | Trends and challenges of industrial development | Outdoor leisure sports industry towards intelligent, personalized, green development |
| Product innovation | Product design Innovation | Design outdoor recreational sports equipment and equipment with different functions and styles |
| | Product innovation technology | Using lightweight materials to make outdoor equipment, or using intelligent technology to enhance the product experience, Allbirds through technological innovation and sustainable concept |
| Service Innovation | Experience innovation service | Magic Leap introduced VR technology and its adventure experience service attracted more than 100,000 experiences in the first month after its launch |
| | Migration Innovation Service | The leisure sports market has risen and expanded to the outdoor leisure sports market such as marathon |
| Market positioning and segmentation | Target market selection | Pathfinder, Outdoor Planet, etc., have always been committed to providing quality outdoor education services, with a clear positioning for the youth market |
| | Market segmentation strategy | High-end outdoor equipment market occupies 15% market share, and the growth trend is obvious |
| | Market positioning adjustment | The rural outdoor market has captured the growth potential of the urban market in a timely manner, launched lightweight outdoor products suitable for the urban environment, and successfully opened the urban market |
| chainSupply chain optimization and localization of 12 | Supply chain collaborative management, etc. 36 | China Outdoor Industry Development Report The scale of China's outdoor market continues to expand, with the proportion of outdoor products produced locally increasing year by year |

This study focuses on the market adaptability of outdoor leisure sports industry under the background of double cycle, and uses Nvivo12 software to conduct in-depth analysis of 330 text materials such as policies, news, interviews and reports. First of all, the text data were sorted by year to ensure the timing; Then, the text is imported through Nvivo 12 software for open coding, that is, sentence by sentence analysis to form the initial concepts, such as "outdoor leisure sports industry" and "market positioning and segmentation". Further, these initial concepts are summarized and refined into higher-level categories, such as "market strategy and innovation" and "internationalization and localization", which together form the core analytical framework of this study. This process not only deepened the understanding of the text content, but also provided a solid foundation for the subsequent theoretical discussion and empirical research, and

finally extracted 15 initial categories closely related to the market adaptability of the outdoor leisure sports industry under the background of double cycle. (See Table 1).

3.3.2. Spindle Coding to Establish the Main Category

The core task of spindle coding is to deeply explore the essential characteristics and levels of different categories, and reveal the potential logical correlation between these categories, so as to promote the evolution of the main category and its related sub-categories. Through exploring the market adaptability of outdoor leisure sports industry under the background of double cycle, the internal logical relations of each category at the conceptual level are analyzed, systematically classified and sorted out, and finally 8 main categories are concluded (see Table 2).

Table 2. Main axis coding

| Main Category | Corresponding category | Category connotation |
|--|--|---|
| Marketing strategy and innovation | Market positioning and segmentation strategy | Through market segmentation, middle-aged and elderly groups also have a great demand for outdoor leisure sports |
| | Product innovation and technology research and development | In order to attract more consumers, we continue to introduce innovative products intelligent outdoor sports equipment |
| | Marketing strategy and channel innovation | Use social media for brand promotion, cooperate with influencers and Kols, and actively explore online sales channels to broaden market share with the rise of e-commerce |
| Industry and technology integration innovation | Speed of technological innovation | The speed of technological innovation and changes in market demand |
| | Changes in Market demand | It reflects the evolution of consumer demand for outdoor leisure sports products and services |
| | The matching degree of technology market | An index to evaluate the degree of fit between technological innovation and market demand |
| Industrial chain synergy | Industrial chain integration | The cooperation between all links in the outdoor leisure sports industry, and the cooperation and integration between upstream and downstream enterprises in the industrial chain |
| | Upstream and downstream cooperation | Upstream and downstream cooperation focuses on communication and collaboration among all links of the industrial chain |
| | Resource sharing | Enterprises in the industrial chain can share resources to improve the efficiency of resource utilization |
| Internationalization and localization | Internationalization strategy | In the context of globalization, outdoor leisure sports industry is concerned about how to expand the international market and enhance international competitiveness |
| | Localization strategy | Localization strategy emphasizes how enterprises adapt to local culture and consumption habits in different countries and regions |
| | Cross-cultural integration | How can enterprises achieve the integration and coordination between different cultures in the process of internationalization |
| Sustainable development and environmental protection | Green Development | The outdoor leisure sports industry, while achieving economic benefits, emphasizes the adoption of environmentally friendly and sustainable ways in the development process of the industry |
| | Environmental protection | The impact of enterprises on the environment in the process of production and operation and the measures to protect it |
| | Social responsibility | While achieving economic benefits, enterprises actively fulfill their social and environmental responsibilities |
| Analysis of Consumer behavior | Consumer Demand | Consumer behavior of outdoor leisure sports products and services, expectations and demands for products |
| | Consumption motivation | The internal driving force of consumers to buy products |
| | Consumption Decisions | Refers to the consumer's choice process and outcome in the purchase process |
| Risk management and talent training | Risk assessment | Outdoor leisure sports industry in the face of market risks and uncertainties, the identification and assessment of market risks |
| | Risk response | The actions taken by the enterprise in response to the identified risks |
| | Market adaptability | The ability of enterprises to adjust and adapt in the face of market changes |
| Regulation, policy and risk management | Formulation and implementation of regulations and policies | Recently, the government has issued a series of supporting policies for the outdoor leisure sports industry, which provides a good legal environment for the development of enterprises |
| | Risk assessment and management mechanism | When developing new products, we must consider market risks, policy changes, consumer demand changes, etc. The company has established a special risk assessment and management team |
| | Compliance management and regulatory response | The company strengthens the construction of internal audit and compliance culture to ensure the compliance of business development |

3.3.3. Selective Coding Completes the Definition of Core Categories

Selective coding means that after systematic analysis of all identified categories, a core category -- "multi-dimensional strategy and mechanism of market adaptability of outdoor leisure sports industry" is extracted. This core category constructs a story line framework, which comprises six interrelated and mutually supporting categories: market insight and strategy adjustment, policy and regulatory navigation, supply chain optimization and localization strategy, talent cultivation and risk management, integrated innovation and digital transformation strategy, and brand building and international cooperation path. Among them, market insight and strategy adjustment form the basis of the whole system, providing the decision-making basis and development direction for the outdoor leisure sports industry. Policy and regulation navigation as a guarantee, to ensure that the industry in the legal compliance of the track, reduce

potential risks. Supply chain optimization and localization strategies are key means to implement effective operations, aiming to improve industry efficiency and the ability to respond to market changes. Talent cultivation and risk management, as the support, provide a talent guarantee and risk control mechanism for the stable development of the industry. The strategy of integrated innovation and digital transformation is the driving force to promote the continuous progress of the industry, leading the outdoor leisure sports industry to a more intelligent and personalized future. Finally, brand building and international cooperation are the ultimate goal of industrial development, aiming to enhance industrial influence and international competitiveness and achieve sustained prosperity of the industry. This "story line" structure more clearly shows how the outdoor leisure sports industry can improve its market adaptability and achieve sustainable, healthy and stable development through multi-dimensional strategies and mechanisms under the background of double cycle (Fig 2).

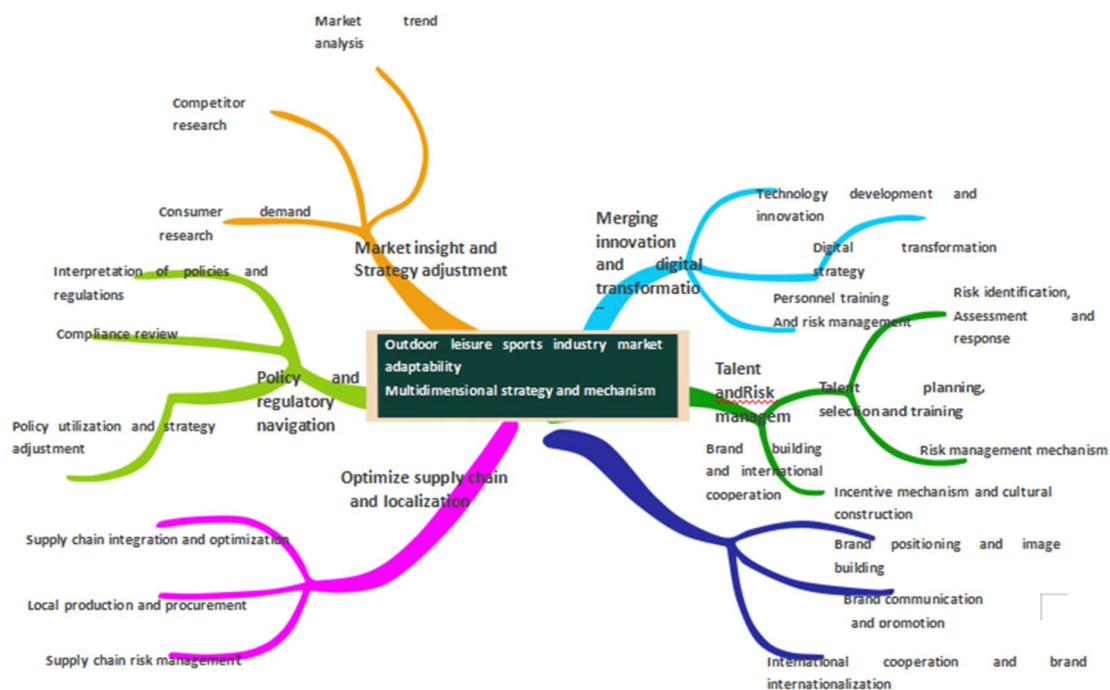


Fig. 2 Theoretical model of multi-dimensional strategies and mechanisms for market adaptability of outdoor leisure sports industry

3.3.4. Saturation Test of Theoretical Model.

In order to ensure the scientific process and the accuracy of the results of grounded theory research, this paper follows the methodology guidance of Glaser, conceptualizes the concepts or categories formed by open coding and spindle coding, and reveals the implicit relationship between them. First of all, through in-depth comparison with existing literature, it is found that no new conceptual dimensions emerge, which confirms the saturation of the model from the theoretical and conceptual levels. Finally, to further verify the saturation of the theoretical model, we re-examined 18 interview records using the same coding and analysis methods. After detailed analysis of these interview data, the results were in full agreement with the previously established relational attributes and conceptual dimensions. The coded analysis of the 28 interview records did not produce any new main categories, and all the interview data could be covered by the

eight main categories previously extracted. Therefore, the selective coding initially established in this paper has reached a saturation state at the theoretical model level.

4. The Core Interpretation of Market Adaptability Elements of Outdoor Leisure Sports Industry

On the basis of open coding, spindle coding and selective coding, the multi-dimensional strategy and mechanism model of "structure-process-result" market adaptability of outdoor leisure sports industry under the double cycle background is found, which strongly explains the source of the components of market adaptability of outdoor leisure sports industry, and fully interprets its core meaning respectively and supports it with interview data. It helps to clearly show the logical chain of its internal mechanism.

4.1. Structural Elements of Market Adaptability of Outdoor Leisure Sports Industry

The structural elements of market adaptability of outdoor leisure sports industry revolve around core competitiveness and market positioning, covering internal and external conditions such as policy environment, industrial base, resource endowment and digital transformation technology innovation. Together, these elements lay the foundation of industrial market adaptability and determine the position and development potential of enterprises in competition. Structural elements not only affect the external environment of the industry, but also shape the internal conditions of the industry. The core competitiveness and market positioning are established and strengthened under the synergistic action of these elements[22].

4.1.1. The Policy Environment Provides a Clear Direction and Solid Guarantee for the Development of Outdoor Leisure Sports Industry.

As the foundation of the structure, the policy environment provides a clear development direction and strategic basis for the industry. A supportive, stable and conducive to industrial innovation policy environment, greatly promote the market adaptability of outdoor leisure sports industry. Taking China's Pathfinder Outdoor Products Co.,LTD as an example, the company successfully took advantage of the national policy environment to encourage the development of outdoor leisure sports industry, actively expanded its product line and enhanced its brand influence through policy interpretation and strategic planning. Pathfinder has not only received financial support from the government, but also further consolidated its market position by participating in the formulation of industry standards[23].

4.1.2. Industrial Base is the Cornerstone of Market Adaptability.

With its profound industrial foundation, including advanced production technology, perfect product line and strong research and development capability, The North Face of the United States has successfully occupied the commanding heights of the outdoor leisure sports industry. Through the establishment of close contact with outdoor enthusiasts around the world, understand their needs, and constantly optimize product design, improve product performance. This competitive advantage based on industry foundation has enabled North Face to maintain a leading position in the global market.

4.1.3. Resource Endowment Determines the Potential and Characteristics of Industrial Development.

Macpac in New Zealand has continuously introduced novel and attractive outdoor recreational sports projects and products to meet the diverse needs of consumers by utilizing rich natural resources and unique geographical environment [24]. Macpac focuses on developing outdoor equipment adapted to the local environment in New Zealand, such as waterproof and breathable hiking backpacks, lightweight and durable outdoor shoes, etc. Through precise market positioning and product innovation, Macpac has won a good reputation in New Zealand and around the world.

4.1.4. Digital Transformation Technology Innovation is the Key Driving Force to Promote the Sustainable Development of the Industry.

Sweden's Decathlon has used e-commerce platforms and

social media channels to establish a direct connection with consumers and collect a large amount of data on consumer needs, preferences and behaviors. Through the analysis of these data, Decathlon timely adjusts its product strategy, optimizes supply chain management, and launches new products in line with market demand. This competitive advantage based on digital transformation technology innovation has enabled Decathlon to maintain a leading position in the global outdoor leisure sports market.

4.2. Process Elements of Market Adaptability of Outdoor Leisure Sports Industry

The process elements of market adaptability play a crucial role in the development of outdoor leisure sports industry. These elements are not only the strategies for enterprises to cope with short-term market fluctuations, but also the key for enterprises to achieve long-term sustainable development. Outdoor leisure sports industry is a dynamic and innovative field, its market adaptation process involves many aspects, including market monitoring and positioning, marketing strategy, talent cultivation and risk management, as well as consumer behavior analysis and service strategy and other key elements[25].

4.2.1. Market Monitoring and Positioning is the Core of Market Adaptability of Outdoor Leisure Sports Industry.

As a world-renowned retailer of outdoor sports goods, Decathlon has in-depth insight into the needs of outdoor sports enthusiasts, focusing on the cost performance and practicality of products. Decathlon offers a full range of product choices from entry level to professional level to meet the needs of different consumers. In the international market, especially in developed regions such as Europe and the United States, Decathlon pays more attention to the professionalism and quality of its products to meet the requirements of high-end consumers for outdoor equipment[26]. Decathlon has developed differentiated market and product strategies through market monitoring and analysis.

4.2.2. The Adjustment and Optimization of Marketing Strategy is an Important Part of the Market Adaptability Process.

Enterprises need to pay close attention to changes in market trends and consumer behaviors, and timely adjust marketing strategies, including pricing strategies, promotion strategies, channel strategies, etc. Decathlon has made full use of new media channels such as social media and established close ties with consumers through platforms such as Weibo, wechat and Tiktok, which not only improves brand awareness but also enhances consumers' sense of identity and loyalty to the brand. In addition, Decathlon also actively organizes various offline activities, such as outdoor experience days and sports challenges, which provide consumers with the opportunity to experience products in person and further deepen consumers' impression of the brand.

4.2.3. Talent Cultivation and Risk Management is an Important Support to Ensure the Stable Development of the Industry.

Improve product efficiency and ensure the stability of product quality by optimizing talent cultivation. At the same time, localization strategy is also an important means to improve market adaptability, through in-depth understanding of the local market and consumer needs, experts can more

accurately launch products and services in line with local consumer preferences.

4.2.4. Consumer Behavior Analysis and Service Strategy are Also The Keys to the Process of Market Adaptability

Enterprises need to establish a good communication mechanism with consumers, collect and process consumer feedback in a timely manner, and understand their needs and expectations[27]. Tasks. The internationally renowned outdoor brand (The North Face) accurately identifies the differences in consumer demand in domestic and foreign markets. In the domestic market, the North pays attention to the cost performance and practicality of products, launched a series of products suitable for mass outdoor sports, such as light hiking shoes, multi-functional outdoor backpacks, etc., to meet the basic needs of the majority of outdoor sports enthusiasts. And in the international market, especially in Europe and the United States, the North pays more attention to the professionalism and quality of the product, launched high-end professional outdoor equipment, such as waterproof breathable down jacket, wear-resistant hiking shoes, etc., to meet professional needs. Through continuous improvement of products and services, North Face can better meet consumer needs and enhance customer satisfaction and loyalty.

4.3. Outcome Factors of Market Adaptability of Outdoor Leisure Sports Industry

Under the dual-cycle economic development model, the market adaptability of the outdoor leisure sports industry is particularly important, which is mainly reflected in the expansion of market share, customer satisfaction and loyalty, industrial integration and innovation ability, and international cooperation and risk resistance ability. These factors not only reflect the market position of the enterprise, but also reflect the market position of the enterprise. They also reveal the position of the enterprise in the minds of consumers and the competitiveness of the entire industry[28].

4.3.1. Brand Image and Market Share Improvement.

Market share is the most direct result factor that reflects the enterprise's market adaptability. Take the well-known domestic outdoor products enterprise "Pathfinder" as an example, the enterprise through deep cultivation of the domestic market, accurate grasp of consumer demand, and constantly introduce innovative products to meet the increasingly diversified outdoor leisure needs. At the same time, the company is also actively expanding the international market, by participating in international exhibitions, establishing overseas sales channels and other ways, the high-quality outdoor products made in China to the world, to achieve a steady increase in market share, enhance the brand influence and discourse power of enterprises in the market[29].

4.3.2. Customer Satisfaction and Loyalty.

This is another important outcome element to measure a business's market fitness. Pathfinder has increased its brand marketing efforts to enhance brand awareness and reputation through multiple channels such as social media and online advertising. The company attaches great importance to establishing emotional connection with consumers. By holding outdoor events and sponsoring outdoor adventure activities, it can enhance consumers' sense of identity and belonging to the brand, and improve customer satisfaction

and loyalty[30].

4.3.3. Industry Integration and Innovation Capability Enhancement.

The synergistic improvement of industrial competitiveness and innovation ability is the macro reflection of market adaptability of outdoor leisure sports industry[31]. Taking the American outdoor brand "Columbia" as an example, the enterprise has achieved industrial integration and innovation ability improvement on a global scale through continuous optimization of market adaptability strategies. By deeply understanding the needs of consumers in different countries and regions, Columbia launches products and services that meet the local market; At the same time, with the help of a strong brand marketing network, it has enhanced brand awareness and reputation, winning the favor of a large number of consumers around the world. This two-wheel drive of innovation and competitiveness has laid a solid and solid foundation for the long-term sustainable development of the industry.

4.3.4. International Cooperation and Resilience to Risks.

The enhancement of international cooperation and risk resistance is an important embodiment of market adaptability of outdoor leisure sports industry. Through in-depth exchanges and cooperation with international partners, enterprises can not only broaden their development horizons and seize market opportunities, but also build a sound risk management mechanism and improve risk resilience, laying a solid foundation for the long-term and steady development of the industry.

4.4. Logical Generation of Market Adaptability of Outdoor Leisure Sports Industry

The logical generation of market adaptability of outdoor leisure sports industry integrates the dynamic interaction of structure, process and result. Structural factors such as policy, industrial base, resources and technological innovation lay the foundation for development, affecting the core competitiveness of enterprises and the direction of the industry. Process elements such as market monitoring, marketing strategy, talent training and risk management serve as Bridges to guide enterprises to cope with market changes and achieve sustainable development. These factors work together to expand market share, improve customer satisfaction, accelerate industry integration and innovation, and enhance international cooperation and anti-risk ability, showing the company's market position and industry vitality. This logic generation is a continuous optimization cycle, enterprises need to adjust their strategies with environmental changes, enhance competitiveness through innovation, and achieve long-term sustainable development, which reflects the characteristics of dynamic, continuous and systematic.

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