Research on sports Consumption level of urban residents in Lanzhou city based on data analysis

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Abstract. Taking urban residents of Lanzhou city as the research object, this paper analyzes the level and structure of urban residents' sports consumption. Some suggestions are put forward, such as increasing residents' economic income, speeding up urban infrastructure construction and guiding residents' sports consumption concept correctly. Hope to improve the level of sports consumption in Lanzhou city.

Keywords: sports consumption, urban residents, suggestions

1. Analysis of current situation of urban residents' sports consumption in Lanzhou city

1.1. Analysis of sports consumption level of urban residents in Lanzhou city

Sports consumption level refers to the sports consumption data according to a certain population average consumption quantity, it reflects the people actually meet the needs of sports goods quality and quantity of the degree of the Lanzhou city sports consumption level can help people understand the Lanzhou city residents' sports consumption consciousness, thus to develop different levels of residents' sports consumption demand.

1.1.1. Analysis of sports consumption levels of residents of different ages

| Age                  | Percentage (%) | Amount of per capita Consumption (yuan) |
|----------------------|----------------|-----------------------------------------|
| under the age of 18, | 22.5           | 545                                     |
| 19 to 28             | 45.4           | 987                                     |
| 29-50                | 28.9           | 875                                     |
| 51 years of age or older | 3.2         | 436                                     |

According to the research needs to be the object of study is divided into four groups according to age, can be seen from table 1, sports consumption is respectively: 18 years old age group 545 yuan per capita, the age group most are students, the lack of a stable income, the ability of sports consumption is relatively low in 19 to 28 years old age group 987 yuan per capita, that age residents generally belongs to a dynamic group of college students and young people who have just started work, they most people like sports, the sports consumption demand is higher accordingly. The average person of
the age group from 29 to 50 is 875 yuan, because of the influence of work, family burden and free time, sports consumption level is not high. The average person in the 51-plus age group is 436 yuan, and residents in this age group will not spend much money on sports consumption due to the influence of traditional ideas.

1.1.2. Analysis of sports consumption level of residents with different income

Table 2. Table of sports consumption levels of residents with different monthly incomes in Lanzhou city

| Income (yuan)       | Percentage (%) | Amount of per capita Consumption (yuan) |
|---------------------|----------------|----------------------------------------|
| less than 3000      | 21.3           | 606                                    |
| 3001-5000.          | 44.1           | 756                                    |
| 5001-8000.          | 23.4           | 1029                                   |
| more than 8001      | 11.2           | 1197                                   |

According to the data in Table 2, As people's income increases, their desire for sports consumption will also increase. Secondly, with the increase of people's income, the consumption expenditure on sports will also increase, because after the material security, people's level of demand will also increase.

1.1.3. Sports consumption levels of residents of different genders

Table 3. Table of sports consumption levels of Residents of different genders in Lanzhou

| Amount of per capita Consumption (yuan) | Male (number) | Accounted for | Women (number) | Proportion (%) |
|----------------------------------------|---------------|---------------|----------------|----------------|
| 500 the following                      | 266           | 50.1          | 213            | 53.0           |
| 501-1000 yuan                          | 178           | 33.4          | 126            | 31.3           |
| More than 1001                         | 87            | 16.5          | 63             | 15.7           |

As can be seen from Table 3, the proportion of female residents in the consumption range below 500 yuan is higher than that of male residents, while the proportion of others is lower than that of male residents.

1.1.4. Analysis of sports consumption levels of residents with different educational levels

Table 4. Table of sports consumption levels of residents with different educational levels in Lanzhou city

| Level of education                      | Percentage (%) | Amount of per capita Consumption (yuan) |
|----------------------------------------|----------------|----------------------------------------|
| Junior High school and below           | 7.7            | 653                                    |
| High school/technical secondary school  | 23.4           | 664                                    |
| Undergraduate/Junior College           | 63.1           | 906                                    |
| Postgraduate and above                 | 5.8            | 1035                                   |

As can be seen from Table 4, the amount of sports expenditure of residents with junior middle school education and below is 653 yuan, that of residents with high school education is 664 yuan, that of residents with bachelor education is 906 yuan, and that of residents with postgraduate education is 1035 yuan. and the concept of sports consumption has been gradually accepted by people. On the other hand, the more educated people are, the more likely they are to accept their ideas. Therefore, the more educated they are, the more active they will be in sports participation and the more money they will spend on sports.
1.2. Analysis of sports consumption structure of urban residents in Lanzhou city

1.2.1. Basic analysis of urban residents' sports consumption structure in Lanzhou city

Table 5. Table of sports consumption structure of Lanzhou residents

| Sports consumption structure                | Proportion (%) | Amount of per capita Consumption (yuan) |
|--------------------------------------------|----------------|----------------------------------------|
| Physical sports consumption                | 63.2           | 529.4                                  |
| Participatory sports consumption           | 25.4           | 212.7                                  |
| Ornamental sports consumption              | 11.4           | 95.5                                   |

It can be seen from Table 5 that the residents of Lanzhou have insufficient awareness and ability of sports consumption, which is mainly physical sports consumption, accounting for 63.2%, and the per capita consumption is 529.4 yuan. The reason may be that sports clothes are not only sports functions, but also daily necessities, so they are popular among the residents. The consumption of ornamental sports accounts for 11.4%, and the average consumption of 95.5 yuan ranks the lowest, indicating that people do not directly watch sports games.

1.2.2. Analysis of sports consumption structure of residents with different incomes

Table 6. Sports consumption Structure of Residents with different income in Lanzhou (%)

| type                        | <3000 yuan | 3001-5000 yuan | 5001-8000 yuan | >8001 yuan |
|-----------------------------|------------|----------------|----------------|------------|
| Sports and fitness equipment| 8.5        | 10.4           | 12.2           | 15.7       |
| Sports clothes              | 56.6       | 52.9           | 54.6           | 51.1       |
| Sports books and magazines | 22.1       | 23.3           | 20.5           | 16.4       |
| Sports tickets              | 1.8        | 2.2            | 3.0            | 4.8        |
| Sports lottery              | 2.3        | 3.6            | 4.3            | 5.5        |
| Sports souvenir             | 8.7        | 7.6            | 5.4            | 6.5        |

It can be seen from the data in table 6, there is no big gap in the choice of sports clothing among residents at each income level. With the increase of income level, the demand for sports and fitness equipment increases, while the proportion of sports tickets at each income stage is relatively low.

1.2.3. Analysis of sports consumption structure of residents of different genders

Table 7. Sports consumption Structure of Residents of Different genders in Lanzhou (yuan)

| type                        | male | female |
|-----------------------------|------|--------|
| Physical sports consumption | 62.2 | 63.5   |
| Participatory sports consumption | 25.3 | 26.2   |
| Ornamental sports consumption | 12.5 | 10.3   |

According to the analysis results in Table 7, physical sports consumption is the main choice for men and women, accounting for more than 60% in both cases. Participative sports consumption is the second, and ornamental sports consumption is the least.
1.2.4. Analysis of sports consumption structure of residents with different educational levels

Table 8. Sports consumption Structure of Residents with different educational levels in Lanzhou (%)

| type                        | Junior High school and below | High school | University | Postgraduate And above |
|-----------------------------|------------------------------|-------------|------------|------------------------|
| Physical sports consumption | 65.2                         | 64.3        | 61.9       | 59.9                   |
| Participatory sports consumption | 24.3                       | 24.5        | 25.6       | 26.7                   |
| Ornamental sports consumption | 10.5                        | 11.2        | 12.5       | 13.4                   |

It can be seen from Table 8 that there is no obvious relationship between the cultural level of Lanzhou residents and the structure of sports consumption. According to the tabular data, although the education level is different, there is no great difference in the structure of residents' sports consumption, which is mainly physical sports consumption.

2. The factors affecting the urban residents' sports consumption in Lanzhou

2.1. Individual income level
According to Table 2, sports consumption level of residents above RMB 8,001 is the highest. It can be seen that with the increase of income level, sports consumption level will be higher. In recent years, although the economic income of urban residents in Lanzhou is increasing, it still belongs to the low-income stage. Therefore, when people's economic income is not enough to meet their basic life, people's ability to carry out sports consumption is insufficient.

2.2. Site facilities
It can be seen from the questionnaire survey that most residents of Lanzhou think that the surrounding facilities are in general condition. Thus it can be seen that the environment of sports facilities in our area is relatively poor. Some stadiums and gymnasiums rent venues to manage non-fitness projects in order to make both ends meet, so the number of venues used for fitness is insufficient. Generally speaking, the existing sports facilities in Lanzhou are not complete, which is far from meeting the fitness needs of the majority of residents, which restricts the development of Lanzhou residents' sports consumption to a large extent.

2.3. Sports consumption concept
The main consumption types of residents in Lanzhou are material consumption, while the ornamental consumption is insufficient. Due to the differences in income, gender, age and culture of consumers, there are also differences and hierarchical characteristics in consumption concepts. Lanzhou city 51 years of age or older age residents' consumption accounted for only 3.2%, because of the influence of the traditional consumption concept, Lanzhou city residents of sports consumption of the entertainment value, aesthetic value, such as understanding is not enough, some of them even to the sports itself bias, which affect the improvement of sports consumption, consumers have no conception of form a continuous participation and sports consumption produce positive effects on people's psychology.

2.4. Leisure time
Sport is an effective way to build a healthy body and improve the way of life, which determines that physical activity must be done in leisure time. According to the analysis of the questionnaire survey, the residents in our district have less leisure time and spend most of their time on housework and social activities. According to the analysis in Table 1, people aged between 29 and 50 take up most of their leisure time due to work and housework, which affects their sports consumption level. It can be seen that the use of leisure time has a great impact on sports consumption.
3. Suggestions

3.1. Increase individual's economic income
Sports consumption belongs to the tertiary industry, and improving residents' income means improving residents' sports consumption level. Vigorously developing the socialist market economy, providing a good employment environment, constantly improving residents' employment level, and increasing residents' economic income, especially the income of low-income people, are the key to increasing the demand for sports consumption.

3.2. Accelerate urban infrastructure construction
The design is suitable for the community, residential area construction with a variety of functions and suitable sports infrastructure, provide Lanzhou residents to participate in sports fitness entertainment convenient conditions, so as to promote sports consumption.

3.3. Correctly guide the residents' sports consumption concept
Guide the correct sports consumption awareness, create a healthy and reasonable lifestyle. In order to reduce consumers' blind consumption, relevant departments provide reasonable guidance through media publicity means to increase the demand of Lanzhou residents' sports consumption and greatly attract consumers with such potential demand. The concept of sports consumption is an important factor to encourage people to participate in sports activities. Therefore, it is one of the proposals to increase the sports consumption in our district to improve the awareness of urban residents of Lanzhou to sports consumption and guide more residents to do sports consumption.

3.4. Change the concept of sports consumption and promote the characteristic sports consumption pattern
With the progress of the society, we should change the traditional concept of sports consumption in Lanzhou, and publicize the function of sports to exercise the body, release pressure, prevent diseases and relieve body and mind, so that sports can be deeply rooted in people's mind. Secondly, make full use of the Internet and other developed ways of information transmission, improve the importance of reasonable fitness for physical health, so that people realize that sports consumption is consumption of health. Through the government to formulate certain policies to encourage sports consumption, improve people's enthusiasm for sports consumption, and promote the further expansion of sports consumption.

3.5. Ensure the residents' leisure time and guide them to make rational use of their leisure time
Relevant government departments should actively urge relevant enterprises to implement the national work system and effectively guarantee the rest time of employees, so that only in this way can residents have enough time for sports consumption. Relevant personnel should also make effective sports plans according to the work and rest time of urban residents in my area, and reasonably arrange residents' free time, so as to guide residents to timely participate in sports consumption in time.

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