Investigation and Analysis on Sports Consumption of Urban Residents of Henan Province

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Abstract

With economic development, urban residents’ income levels rises gradually and their daily consumption structure tends to be demands of development and enjoyment. Sport consumption, as a social and cultural consumption, with a high level of enjoyment and development of consumer properties, has been gradually recognized by the general population and an important reference for the measure of quality of residents’ life. In this paper, questionnaire survey, literature, expert interviews and mathematical statistics methods are used to analyze the awareness, motivation, level of consumption, survey structure and constraints of sports consumption of urban residents of Henan Province. The results are: the proportion of sports participants of urban residents of Henan Province is small, there is a large space for sports consumption development; sports consumer awareness is relatively backward, sports consumption values are gradually formed; the overall level of sports consumption is low and the consumption structure is single. Therefore, the advocacy of sports consumption should be strengthened, attention should be paid to physical infrastructure, strengthening the sports industry structure optimization, put emphasis on the introduction and training of sports talents, target to develop sports tourism and minority sports resources, and create a good environment of sports consumption.

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Keywords: Henan province; urban residents; sports consumption; investigation; analysis

1. Introduction

With economic development, urban residents’ income levels rises gradually and their daily consumption structure tends to be demands of development and enjoyment. Sport consumption, as a social and cultural consumption, with a high level of enjoyment and development of consumer properties, has been gradually recognized by the general population and an important reference for the measure of quality of residents’ life. Sports consumption elasticity is relatively high, the growth rate is very fast as incomes rise, and with the price of sports product changes, diversification of demand is also evident. If we can properly guide the sports consumer awareness and behavior of the urban, which not only can enhance the quality of people's spiritual and cultural life, but also can improve the pace of sports industry development, size and level, thus will stimulate local economic growth.

In recent years, from the unique natural environment and culture resources Henan Province
successfully created a national culture and tourism big province, led to the rapid development of sports industry resources, greatly stimulated sports motivation of urban residents consumption, and promoted the rapid development of sports consumer market. But compared with developed areas, overall level of sports consumption of our province urban residents is not high, and regional development is unbalance, such as the develop of Zhoukou, Zhumadian, Shangqiu and other poor areas is more lag.

In this paper, through the investigation and analysis to sports consumer awareness, motivation, consumption levels, structure and constraints of urban residents in Henan Province. In order to provide a reference for raising the city's sports consumption levels, improve sports consumption structure, so as to promote local sports industry development.

2. Subjects and methods

2.1 Study subjects

Select permanent residents of prefecture-level city in Henan province as questionnaire survey, who have different gender, age, occupation and different education level.

2.2 Research methods

2.1.1 Literature and data

According to the study's purpose and content, find and collect information on consumption, sports consumption and sports industry, sports-related literature, furthermore read, analyze and use them.

2.2.2 Questionnaire

According to the need of research, we design the content of surveys by sociological methods. And in accordance with the research purpose and on the basis of interview with province of experts and industry, We put together a reasonable schedule for the questionnaire content, structure and made questionnaire have satisfactory reliability and validity.

the questionnaire content, structure and organize the reasonable arrangement, the questionnaire has satisfactory reliability and validity. We distributed 1000 questionnaires, 792 were collected, where valid questionnaires were 746. The response rate of returned questionnaire was 94.2%, which can meet the needs of this study.

2.2.3 Mathematical statistics

All questionnaires will be collected on a computer using Office software Excel 2003 and SPSS for statistical analysis and sorting.

3. Results and analysis

3.1 Definition and analysis of sports population

The basic criteria of China's sports population is: who participate in physical activity per week for more than 3 times, each activity time is more 30 minutes, and who are engaged with the sport suited to medium or medium load strength over those with its own constitution. From recycling to display valid questionnaires were surveyed 18 to 65 age bracket, the survey results show that the conditions in line with the number of sports population of 109 people, accounting for 14.6%, this result with the “findings of Chinese Mass Sports Report” 16 sports over the age of the population are 18.3% worse result compared to 3.7 percentage points; from the age distribution, a 25-year-old, 55 to 70 years age are both a relatively sports dense population, a total of 78 people, accounted for 71.6%, and only the remaining age is 28.4%, the census results and conditions consistent with the national sports are high at both ends was low in the middle of the “saddle” distribution. Survey results show that urban residents in Henan Province sports a
smaller proportion of the population, and focus on young students and the elderly, shows the development of mass sports in Henan Province slow to participate in fewer sports consumption can also explain the development of sports consumer market space the larger.

3.2 Physical analysis of consumer awareness and motivation

From the analysis of returned questionnaires can be seen, select the sports consumer behavior “necessary” accounted for 31.6%; choose “acceptable” and accounted for 43.2%; choose “not accept”, 16%; choose “unacceptable” accounted for 9.2%. As can be seen from the above ratio, select the “necessary” and “acceptable” and the ratio of 74.8%, accounting for the vast majority, compared with the developed urban consumer awareness of people's sports still more backward, but this data can also be seen a city in Henan province residents “spend money on health”, the sports consumption values are gradually formed. Survey, urban residents in Henan province sports consumption motives (multiple choice) in proportion as follows: physical health 71.3%; 45.2% of entertainment; to maintain body weight and 18.4%; enhance exchanges 17.5%; to improve motor skills 15.6 %; other 6.2%. From which to see, first of all, residents of the “physical fitness” choice the highest rate of nearly 3/4. The reason: With the development of society and way life of urban residents, it has taken place great changes, to reduce physical, mental, and this is urban residents “physical health”, the main drivers of demand; the same time, poor urban medical conditions is limited, lagging behind the development of community health services, it is “difficult and expensive”, the issue has not resolved, which is to promote health awareness to enhance the residents of another major motivation. Second, the residents “leisure and entertainment ” choice rate accounted for nearly 1/2. As sports consumption motives, “entertainment” compared to other higher level of motivation, it is the people's living standards to a certain extent based on the pursuit of a higher level of spiritual development. As urban residents in poor areas, the “entertainment” has a higher selection rate, the reasons: First, the overall economic development in poor areas lagging behind mainly due to the large proportion of rural population and rural economic development is slow, while the income of urban residents basically meet subsistence consumption; the second is due to the small urban residents' consumption structure and content of the relatively homogeneous, in addition to the necessary living expenses, focusing primarily on the consumer on what the project is the subjective wishes of the residents; the other poor urban residents in the relative pace of work and life slower, more leisure time, which is the “entertainment” choose one of the reasons high.

3.3 Analysis of sports consumption

Population refers to the average consumption level sports sports physical, sports services (or services), sports information consumer information on the number of people is reflected in a certain period of time a variety of consumer expenditure on sports is an important indicator. As can be seen from Table 1, Henan Province, the city of sports consumption level is low. In 2010, 27.7% of people have never had sports consumption, consumption of residents in sports spending less than 100 yuan RMB accounted for a larger proportion of 42%, and the amount of spending higher rate segment selector the lower. This shows that urban residents in Henan Province lower overall level of sports consumption.

| Option (unit: yuan RMB) | 0  | <100 | 100~200 | 200~600 | 600~1000 | >1000 |
|------------------------|----|------|---------|---------|----------|-------|
| Number of people(person)|   |      |         |         |          |       |
| Proportion (%)         |   |      |         |         |          |       |

From the age structure of the point of view, choose “no expense” items, mostly middle-aged 25 to 40 years old (57.7%), and select “spending less than 100 yuan RMB”, the mostly 50 to 70 years of age, the
elderly (73%), the reason: young people may be more to busy career, or because of heavy burden, resulting in very little leisure time and less participation in sports, but there is no physical state of consumption; 50 to 70 years old in the elderly by physical function decline, more leisure time and other factors, the number of people involved in more sports activities, but because of the traditional, conservative consumer attitudes, sports, spending less; select “spending more than 600 RMB”. Small number of people, mainly middle-aged 25 to 40 years (74.2%), and mostly have a stable job and stable income populations. Students under the age of 25 sports spend on more scattered distribution, possible relationship with the larger income families. This shows that: young people participate in fewer sports consumption, but their consumption is higher; elderly people who more participate in sports spending, but spending is less; high sports spending of young students is low, more scattered distribution. Annual per capita spending from the sports point of view, the per capita expenditure was 258.9 yuan RMB, per capita consumption expenditure accounted for 2.18%. As the sports consumption is a new consumption patterns, and the distribution of cultural entertainment, food, clothing and other items, the consumer survey in defining the amount of sports there are certain difficulties, it is likely lower than actual, but also a direct response to of urban residents in Henan Province sports consumption lower level (data show the province of sports consumption expenditure to total consumption expenditure ratio of 2.565%). From fitness to the residents in the operating capacity of premises of each consumer spending survey: 1 to 5 yuan RMB, accounting for 7.8%; 5 to 10 yuan RMB, accounting for 20.6%; 10 to 20 yuan RMB, accounting for 58.6%; 20 to 50 yuan RMB, accounting for 12.1%; 50 yuan RMB more than 0.9%. As can be seen from the above data acceptable to the majority of the residents fitness places each operating spending 10 to 20 yuan RMB.

3.4 Sports consumption structure of urban residents in Henan province status

According to the currency of payment methods to obtain the different sports consumption purposes, and drawing on relevant academic research results, the sports consumption is divided into three forms of “Physical sports consumption”, “participatory sports consumption”and “watch-type sports consumption”. Physical sports consumption and participatory sports consumption are consumed, when products includ sportswear, footwear, equipment, fitness equipment, sports drinks, etc. participatory sports consumption is that people buy and have sports activities related to the consumption of various sports services behavior, such as participating in various sports activities, sports training and fitness consulting fees paid; watch-type sports consumption mainly refers to the people through the purchase of tickets or tickets to watch sports such as consumer behavior and performance. The three major sports consumption patterns according to the classification, the subject of the design of the first three forms of sports consumption tendency of multiple-choice questions (see Table 2). 

Table 2 The results of sports consumption statistics of city in Henan province in 2010

| Project                  | Physical sports consumption | Participatory sports consumption | viewing sports consumption |
|--------------------------|-----------------------------|---------------------------------|---------------------------|
| Number of people(person) | 482                         | 42                              | 15                        |
| Proportion (%)           | 89.4                        | 7.8                             | 2.8                       |

Table 2 shows the data: a survey of 539 urban residents in Henan province in sports consumer behavior, accounting for 72.3%. This part of the consumption patterns of residents from the three sports tend to select the first consumer focused sports consumption in kind, and that in-kind type of urban residents in Henan province sports consumption-based, participatory consumption and the proportion of viewing and consumption was too low, three consumption patterns are seriously unbalanced.

By this stage, three forms of urban residents in Henan province, the purpose of sports consumption ratio and sort conditions (see Table 3) survey show that: there is no significant difference between sports apparel (hats), fitness equipment, sports drinks and other sort of-kind sports over the previous consumer
choice groups in age, sex, and occupation so on, and participatory sports consumption in the training guide the selection of people mainly women, mainly young students and middle-aged; fitness and entertainment, sports, travel and more people choose to have a steady income in young and elderly retirees; buy lottery choice crowd dispersed; watch-type sports consumption in selected sports books, audio and video products, mostly young students, and the choice of tickets, tickets to sports consumption in poor areas because of the limitations of selectivity is very low, all of which constitute the structure of sports consumption of urban residents in Henan province single, serious imbalance of the status quo.

Table 3  The situation of sports consumption structure survey for city of Henan province in 2010

| Option | Physical sports consumption | Participatory sports consumption | viewing sports consumption |
|--------|-----------------------------|---------------------------------|---------------------------|
|        | Sportswear | Fitness Equipment | Sportswear | Training and guidance | Fitness and Recreation | Sports Tourism | Sports Lottery | Admission ticket volume | Sports books | Impression of products |
| Percentag  e (%) | 61.2 | 10.3 | 5.2 | 4.8 | 7.4 | 2.6 | 4.4 | 0.6 | 1.1 | 2.4 |
| sort | 1 | 2 | 4 | 5 | 3 | 7 | 6 | 10 | 9 | 8 |

3.5 Constraining factors and analysis of sports consumption

The level of sports consumption of city in Henan Province is low, consumption structure is very single, physical consumption, participatory and viewing consumption are imbalanced. The factor of sports consumption is complex, subjective factors are income residents, consumer awareness and attitudes; objective socio-economic factors, policies, sports facilities, sports products supply and positioning. Urban residents in Henan Province by the constraints of the sport of sports consumption survey, the results showed in Table 4: the three top of them are: low income, lack of sports facilities and high sports consumer prices. The reason: Henan income gap between urban residents, in addition to a stable job and stable income residents, as well as some residents in the stage to meet subsistence consumption, while income and consumption meet the enjoyment and development of the residents due to the long tradition of conservative spending habits and values behind the sport, the sport is still difficult to accept the price of the product, with little or unwilling to consume less and because of the lack of sports facilities management and services, these factors severely restrict the residents of sports consumer behavior. Thus, although the physical health of urban residents in Henan province increased awareness, more leisure time, but low income, less sports facilities and the factors to higher prices of sports products, restricted their sports consumption, resulting in sports low levels of consumption in Henan, consumption structure of a single status is followed.

Table 4 Affecting factors analysis of sports consumption of city in Henan province

| option | Low income | The lack of sports facilities | High prices of sports consumer | Lack of consumer group atmosphere | Lack of fitness consumer attitudes | Less leisure time | Lack of social instructors | other |
|--------|------------|-------------------------------|--------------------------------|----------------------------------|----------------------------------|-------------------|---------------------------|-------|
| Percentag  e (%) | 27.4 | 24.2 | 17.4 | 8.8 | 7.6 | 6.5 | 5.7 | 2.3 |

4. Conclusions and recommendations
4.1 Conclusions

(1) The sports proportion of urban residents in Henan province is very small, only 14.6%, concentrated on the younger and older ages groups. Data show that the development of mass sports city is slow, fewer consumer participation in sports, but also shows potential for development of sports consumption is significantly large.

(2) Consumer awareness of urban residents in Henan Province sports is relatively backward, but the residents choose to sports consumption is “necessary” and “acceptable” and 74.8%, indicating that residents “spend money on health”, the sports consumption values are gradually formed; Sports consumer motivation is the highest proportion of survey results “physical health”, followed by “entertainment”.

(3) Consumption of urban residents in Henan Province, the extremely low level of sports, no sports consumption in 2010 accounted for 27.7%, with consumer behavior of people is relatively concentrated in the 0-100 yuan RMB less the amount of segment; years amounted to 258.9 yuan RMB per capita consumption of sports, annual per capita consumption expenditure accounted for only 2.18%; most of the residents to accept the operating premises consumption expenditure of each 5 to 10 yuan RMB.

(4) Due to various conditions, sports consumption structure of urban residents in Henan province over a single, three forms of consumption to the main sports consumption in kind, serious imbalance.

(5) Consumption of urban residents in Henan province constrainting a major factor in sports (top three) are low income, lack of sports, high prices of sports equipment; and lack of sport consumption motives, less leisure time. These subjective factors of low levels of sports consumption urban residents in Henan province, consumption structure, the impact of the status quo are not unreasonable.

4.2 Suggestions

(1) Related to sports administration and sports community should strengthen consumer advocacy publicity media, to help people build consumer awareness of sports, to strengthen the sports consumer behavior and public opinion, have a healthy lifestyle and aesthetic taste, and promote residents to participate in wholesome sports activities and consumption.

(2) Relevant government departments should attach greater importance to the construction of sports infrastructure in poor areas, can be used to state, collectives and individuals diversified investment model to increase investment in physical infrastructure, and more designed for use in multi-purpose community building, sports, fitness, small entertainment of the applicable the stadium has been the business philosophy of science should be used for operations and improve service quality, to meet people's physical fitness and increasing consumer demand.

(3) Strengthen the sports industry structure optimization, better understanding of different levels of consumer demand for sports groups, to produce a wide range of sports products (material goods, products and services a variety of spiritual products, etc.) to meet the growing consumer demand for sport and promote sports consumption rationalization of the structure.

(4) Put emphasis on sports marketing professionals in poor areas, introduce and develop high-level sports coaches and social sports instructors, promote sports rapid population growth, fight for the promotion of sports consumption motivation, make conditional residents to join the crowd waiting to see consumer spending team sports in the past.

(5) According to the actual situation which the sports industry in Henan province is still in the initial stages, we should rely on the tourism industry, have target to develop sports tourism and minority sports resources and use of host various events (such as: Nanyang in Henan province in 2012 of migrant workers held in the Seventh National Sports Council), make the opportunity to create a distinctive place and promote sports tourism and culture, create a good environment for sports consumption.
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