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Psychological analysis & suggestions given on sports consumption of urban residents in shannxi province

Li Jing

School Of Humanities And Social Science Xi'an Jiaotong University, Xi'an, (CHINA)

E-mail: ljingxiti@126.com

ABSTRACT

This paper has made an analysis on the sports consumption psychology of urban residents in different aspects and elaborated the life cycle theory and demand theory of sports consumption on the basis of the existed theories. Also, the current situations of sports consumption of some urban residents in Shannxi Province and the value orientation and urban resident's sports consumption and the problems have been analyzed with theories. And ways for routes selection have been given on sports consumption for urban residents. © 2013 Trade Science Inc. - INDIA

KEYWORDS

Urban residents;
Sports consumption;
Psychological analysis.

INTRODUCTION

With economic development, cities have changed greatly and the income level and consumption of urban residents have been improved constantly, in addition, the life quality of urban resident has been improved prominently. Urban resident's consumption forms and consumption idea have changed greatly, too. The consumption structure has been upgraded gradually. The life consumption structure has been changed from living materials based to enjoyment materials and development materials. Urban residents have begun to pursue high quality consumption. The consumption of various goods has tended to good quality. Resident consumption has started to transfer to non-material fields, including culture sports entertainment consumption, tourism consumption and technical training consumption. The consumption structure has begun to change from living material based to equal development of living, devel-

opment and enjoyment materials. The consumption structure of residents has been optimized constantly.

The sports consumption is the subject of the current consumption field. The sports consumption activities of the urban residents are not only influenced by the economical development level, the supply situation of sports product market and sports events marketing, but also decided by individual environment and personal conditions, and even by the personal decision-making ability and behavior of consumers. Sports consumption psychological situations must be studied in order to guarantee the stable and healthy development of sports industry.

Researches have been done on resident sports consumption psychology and consumption behaviors to study the consuming ability, consumption trends and behaviors of consumers. This paper, studying the sports consumption psychology of residents, not only has great practical significance in studying the consuming market,

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raising consumption level and leading the residents to improve the consumption behavior, but also has important theory significance in driving the study of consumption economy of our country. Studying the sports consumption psychological situation and influence factors systematically in depth then as a result can make consumers to analyze their current demand strength to various goods and make more reasonable consumption decisions and also is beneficial for manufacturing enterprises to learn about the consumption demands of consumers so as to allocate various marketing resources effectively to enlarge the overall effectiveness of the total resources of society.

AN ANALYSIS ON SPORTS CONSUMPTION SITUATION OF URBAN RESIDENTS

Sports consumption level of urban residents of different ages in Shannxi Province

Age is an important reflection of the social experience of sports consumers. Sports consumers at different ages have different demand on sports products due to the influence of different social environment, education level, physical and psychological characteristics and different consumption psychology. Participative sports consumers are mostly consumers at the age from 26 years old to 40 years old and they are young and middle-age people and have some income resource, so they are capable of sports consumption. While on the contrary, the lowest consumption lies in consumption group of more than 60 years old who would select public sports square where is near their residences to take exercises and seldom do commodity sports consumption as they are old and have been influenced by traditional cultural awareness.

Sports consumption level of urban residents who have different incomes

Incomes have direct relationship with customer's purchasing power, so the income situations of sports consumers would influence their sports consuming behavior directly. The groups who have higher income may expend more for sports. But in the same time we have found that among groups of middle income, expenditures for show-oriented and participative sports consumption decreased partly and the most possible

reason is that their working pressure are bigger and they have less free time because of higher income.

A comparative analysis on sports consumption level in different areas of Shannxi Province

By comparing sports consumption in different areas and different items in Shannxi Province, we can see that the sports consumption quantity of Xi'an is much higher than the average of sports consumption level of Shannxi Province, while that of prefecture-level cities and counties are lower than the average. Under certain economical conditions, Xi'an has hardware infrastructural facilities for sports consumption and a large number of people who are capable of sports consumption, while the sports consumption level of other prefecture-level cities is low at large due to the restriction of their economical level and the idea of sports consumption.

VALUE ORIENTATION OF SPORTS CONSUMPTION OF URBAN RESIDENTS IN SHANNXI PROVINCE

With the constant improvement of socialist market economy, the urban resident's understanding of sports consumption has also constantly changed. It is reflected mainly in the main forms of sports consumption, the purpose to do sports consumption and the self selection of sports contents and items.

Main forms of sports consumption

The selection of sports consumption forms: the primary choice is to consume with "family members", taking 29.40% of the total; and 25.60% with friends and colleagues and 23.20% personally. The consumption by corporations takes 16.60% and lastly other consumption forms take 5.30%. These have fully reflected that family consumption and friendship consumption with friends and colleagues take higher proportions^[5].

Main purposes of sports consumption

The study shows that "building a sound body" ranks first with the proportion of 56% of the total; the second is "entertainment", taking 27%; and the third is "enhancing interpersonal relation", taking 18.2%, which indicating that the health awareness of residents in underdeveloped regions has risen fast^[6].

Selection of items of sports consumption

The selection of consumption items has guidance effect in the development of sports market and the rising of sports levels. In terms of selection of sports items for urban residents in Shannxi Province, "badminton, table tennis, basketball and football" rank the first four respectively.

PROBLEMS EXISTED IN SPORTS CONSUMPTION IN SHANNXI PROVINCE

The overall consuming ability is limited and still at primary level

The total number of consumers in terms of sports consuming ability has reached nearly 10 million, but average sports consumption is still very low. The sports consumption of the whole province is still at very low level and the demand of body building takes a prime position, while the concern on sports cultural demand is less. The forms of sports consumption are also simple. Therefore, deep-rooted and long-distance of sports consumption links haven't been established, make the consumption in contests and appreciations insufficient, being particularly prominent in other cities except in Xi'an.

The regional imbalance is prominent, and gap of sports consumption between cities and country sides are large

Sports consumption has direct relationship with the economical developing level of different regions. The development of productivity in different regions of Shannxi Province is not balanced and the economical development speed is in great difference. To be more specific, the economy in the middle area is better than that in the north and south of Shannxi Province. And the study shows that the sports consumption in the middle area of Shannxi Province takes 68.6% of the total and there's great difference between cities and country sides in terms of sports products market and consumption circumstances. Viewing from the region of consuming ability, more than 74% of urban residents have sports consumption, and the average sports consumption is 56.8 yuan/year, while more than 68% people in the country sides of the province haven't done any sports

consumption and the average sports consumption is less than 10 yuan/year^[7].

The income of rural residents in the surrounding country sides of some cities is relatively higher and their sports consumption features are similar to that of the urban residents, while the residents in some remote and poor mountain areas have lower income and sports consumption is new for them. Due to different income levels, the enlarged income gap of the rural residents in different areas and the dispersed residential environment of rural area, the reasonable allocations of sports consumption resources have been influenced to a large extent and the development of sports consumption of the whole province has also been influenced.

The potential contradiction of supply and demand in terms of sports consumption

The insufficient sports consuming market and high price of sports consumer goods has brought many inconveniences for sports consumption and divided the sports consuming market and the real demand of residents. The distribution of sports consumer goods and sports consuming market is incompatible and has supply and demand contradiction. The possibilities of sports consuming market haven't been fully excavated^[8].

FACTORS THAT INFLUENCE SPORTS CONSUMPTION PSYCHOLOGY

Influence of economical factors on sports consumption psychology

Among various factors, the economic factor is the most important one. At the current stage, the sports consumption psychology of residents in China is restricted by economical factors to a large extent. Particularly, national income level and the price of sports consumption materials play the leading role in people's consumption psychology. Generally speaking, national income level would be improved and raised gradually with the development of social economy and sports consumption price would also decrease with the more prosperous market and more abundant products or would be accepted by people as it has become more reasonable, and thus people's consumption psychology would be improved. Therefore, in the angle of macro-view, people's sports consumption psychology has close re-

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lation with the development of social economy, national income level and sports consumption material price. Only when the social economy has developed fast, the national income level has been raised, the sports market is prosperous, the products are abundant, the price is reasonable and the basic life level is guaranteed that people's sports consumption psychology and the strength of consumption structure can be greatly improved and the expenditure for sports entertainment might be raised.

Influence of cultural factors on sports consumption psychology

Sports consumption is an important aspect of life consumption of the mass population and a personal consumption behavior that pursues the demand of development and enjoyment after the basic living consumption has been satisfied. Sports behavior, as a kind of human cultural form and phenomenon, has great significance and values in changing and creating individual physical environment and psychological environment of the human beings to enable people to develop completely, freely and harmoniously. Therefore, sports consuming activities are permeated and restricted by cultural factors that can best reflect human's sociability. Sports culture realizes its function through sports consumption and selects its orientation through culture.

Hence, cultural factor is also one of the main factors that influence sports consumption psychology. Every one lives in a certain cultural environment and has accepted education and influence of the surrounding culture since the time we were born and set up value system and behavior principal which are consistent with this culture. Therefore, to some extent, cultural factor decides the consumption value system and behavior principal of an individual and influences the life style and consumption habits of a person. Different nations and areas have different values and consumption due to different ecological environment, social structure and economical development. Different physical education degree also shows different sports values and sports consumption. For example, boxing and competitive bodybuilding sports, which have great commercial value and successful commercial operations in the USA, develop difficultly in Chinese commercial market. Comparatively, rhythmic gymnastics, which also from the

West, develop constantly and fast in China. The reason lies in the contradiction of traditional aesthetic orientation of these two nations: force, excitement and wildness that Americans advocate are not complied with the aesthetic idea of Chinese. What Chinese pursue are subtle beauty, mood beauty, attacking beauty and art beauty, and they would rather choose sports items that could present this aesthetic idea when they appreciate and participate in sports. Therefore, the sports consumption aesthetic orientation that occupies mainstream positions in Chinese society determines the destiny of sports items which show wildness, adventure and excitement in Chinese sports market, demonstrating the exclusiveness of culture. And this fully indicates the cultural selection effect of sports consumption aesthetic orientation.

Influence of personal factor on sports consumption psychology

Personal factor is also one of the main factors that influence sports consumption psychology. Among personal factors, sports consumption values and personal income play the leading role.

Sports consumption value is the overall evaluation or value orientation of sports consumption group on sports and the core of the psychological structure of sports consumers. It reflects the cultural environment that the consumption body stays and the control and influence of cultural tradition on the psychology of the consumption body. The effect is mainly embodied in sports customer's evaluation of the use value, social value and cultural value of this special activity and meanwhile decides the basic characteristics of sports consumption behavior. Therefore, whether people can realize and understand sports value accurately will directly concern the formation of people's sports consumption awareness and have impact on sports consumption psychology and behavior. Personal income which mainly refers to the current economical income of an individual have direct effect on people's purchasing power and consumption level and is an important psychological premise that is necessary for people to accomplish various activities. Generally speaking, the sports consumption level of residents will rise with the increase of the current income and also get down with the decrease. Meanwhile, consumption structure and consumption

level will be different due to different sports consumption values. With accurate understanding but without good income, high consumption is impossible. With good income but without accurate sports consumption values, the sports consumption level will also be influenced. Hence, these two factors are complementary to each other and have close relationship, influencing people's sports consumption psychology in different sides.

Influence of environmental factor to sports consumption psychology

Among environmental factors, sports consumption environment and group environment play an important role and geological environment and sports facilities environment play the leading role. Sports consumption environment mainly refers to physical, participation and enjoyable sports environment. Generally speaking, consumption environment with elegant environment, complete facilities, reasonable price and thoughtful services is easier to arouse people's consumption desire. The "square" theory, which was addressed by Lewin, a western behavior science expert, concerned the effect of environment on behavior much, believing that human behavior was decided by the interaction of internal demand and environment. Therefore, sports consumption environment have influence and controlling effect that cannot be ignored on sports consumption psychology and behavior. Similarly, watching a sports contest which has high level and fierce competition would also make people enjoy very much and want to stay longer and new consumption demand would be aroused constantly then. Living in the social family, people will certainly establish various relationships with surrounding people and influence each other. Therefore, personally speaking, people's consumption psychology and behavior would also be influenced by the surrounding people to some extent in addition to sports value, income level and health conditions. For instance, the sports consumption awareness, consumption psychology and consumption level in Northwest China and under-developed areas are far behind those in coastal areas and developed areas. Hence, in terms of environmental factor, in addition to building good sports environment and group environment, the construction of regional public sports facilities environment should also be enhanced proceed-

ing from actual conditions of the respective areas.

SUGGESTIONS

Change of sports values and attitudes

Reasonable and accurate sports values and active and stable sports attitudes are important factors that would accelerate people to participate in group sports activities. One's sports behavior is originate in his demand on sports. Demand arouses motive and results in selection of goal. Under the effect of certain situation, behavior will be brought in. In one's actual life, particularly in sports actual experience, he will form his sports values and attitudes gradually. Once the sports attitudes including interests, emotions and habits have formed, they will have great impact on sports behavior. Active sports attitudes will accelerate the personal sports behavior while negative sports attitudes will lie in the way. Strong and vivid sports attitude is the main factor for people to overcome various difficulties and keep on sports training. Hence, improving resident's understanding of sports consumption in Shannxi Province, enhancing dissemination strength and guiding resident's sports consumption is one of the methods for us to increase city sports consumption of our province.

Driving sports competition performance market and increasing sports consumption

Sports competition performance market is an important component of Chinese sports industry and also a main site for show-oriented sports consumption. Sports departments should develop sports industry with industrialized way of market-oriented, and increase sports expenditure of consumers, largely concerning with the business development activities of sports competition performance market. We should proceed from actual conditions and accelerate the steps of infrastructure construction first. We should apply the national overall strategies of West Development and combine sports construction with economic development to set up relative preferential policies to induce more strong capital to the professional development and operation of sports. And more people will be attracted to participate in sports consumption. What's more, we should increase show-oriented sports consumption in family sports consumption. Consequently, sports consump-

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tion and sports profession of Shannxi Province will make rapid progress.

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