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Urban residents' sports consumption level and consumer behavior - taking xi'an for example

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ABSTRACT

As the main body of sports market, urban residents' consciousness, behavior, level and structure of sports consumption, etc., considerably affect and restrict the development of sports market of a country and region. Based on the survey data, Xi'an urban residents' sports consumption level and consumption behavior were analyzed, and the corresponding conclusion is drawn in order to give certain enlightenment to promote the development of the domestic sports market.

KEYWORDS

Urban residents; Sports consumption.



Sports consumption is still an important factor affecting the improvement of sports life quality of urban residents. In the past ten years, income and expenditure of urban residents have greatly ascended, followed by enhancement of sports consumption consciousness, and improvement of sports consumption ability.^[1]

The investigation statistics are based on the residents of Xi'an, including 9 districts and 4 counties in Shaanxi Province. The questionnaires were 1200 copies, 1158 copies recycled, and the efficient was 96.5%. Excluding invalid 60 copies of the questionnaire, the real effective questionnaire were 1098 copies, and effective rate was 91.5%.The detailed data of investigation object was obtained by statistical analysis of sample data.

ANALYSIS ON SPORTS CONSUMPTION BEHAVIOR OF XI'AN URBAN RESIDENTS

Sports consumption idea of urban residents

According to the basic theory of consumer behavior, consumer behavior and consumption idea have close connection. The survey results of Figure 1-1 show that, 31.8% of respondents think sports activities are "worth spending", suggesting that more than thirty percent are willing to pay for the sports consumption. More than 35 percent of respondents think "there is a need but no included in the plan still". The total of above two parts is 66.8%, which shows that Xi'an residents' sports consumption concept is positive. Another 31.6 percent of respondents choose "optional" for various causes. First of all, the traditional thrift concept has great influence. The medical care burden, high education spending and high house prices are all inhibiting people's sports consumption desire. As to the material sports consumption, more than 85 percent of the respondents have no fixed consumer brands. The random consumption shows that Xi'an residents' sports consumption is still in lower level and without strong purpose.

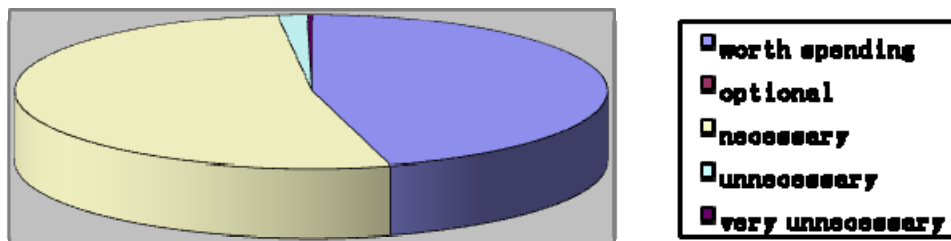


Fig.1-1 Xi'an residents' attitudes towards sports consumption

Further analysis on age level, as shown in table 1-2, indicate that young people under the age of 25, though with the pursuit of fashion and the love of sports, just 38% of respondents think it necessary, but not included in the consumption owing to the limit of economic conditions. And the dividing line of the working young and middle-aged people is obvious. One third of respondents think that it is worth spending, which is highest of all ages, and more than one third of the respondents' attitudes toward sports are dispensable, which is also the highest of all ages. The result reflects that one part of the young and middle-aged working people are too busy to consider the sports consumption due to the busy business, and the other part usually consider sports leisure entertainment as their means and methods to maintain and develop the social activities, which is must spending. Middle-aged people who are in a stage of caring children and the elderly at the same time, forced by the economy and life pressure, having no time for sports consumption. 34% of respondents think it is necessary, but didn't include the sports consumption in their consumption plan. For those people who over the age of 60, 37.5% of them believe it is necessary but didn't include in the consumption plan, and only 26% of people think it is worth spending, which indicate that the elderly have demands for sports consumption, but didn't take the sports included in the consumption plan because of income levels and the restriction of traditional concept. In summary, in addition to the young and middle-aged people, the highest percentage which residents of the other three ages are of have chosen all deem "It necessary, but not included in the consumption". The result suggests that due to the limitation of economic development level, Xi'an residents are positive for sports consumption, but often can't make it real.

Table 1-1 Concept of different age residents for sports consumption

| | Worth spending | necessary, but not included in plan | optional | unnecessary |
|----------|----------------|-------------------------------------|----------|-------------|
| Below 25 | 29 | 38 | 30 | 2.2 |
| 25-40 | 34 | 30 | 34.6 | 1.25 |
| 40-60 | 32 | 34 | 32 | 0.1 |
| Above 60 | 26 | 37.5 | 34 | 0.2 |

The content and consumption patterns of sports consumption of the urban residents

In the survey on contents of the sports consumption, the highest proportion that reaches 54.5% is exercising in free fitness sites, followed by people who choose to exercise in the charge fitness and entertainment places, less than 19%. The

third is to buy sports clothing, shoes, hats. The three parts mentioned above are totally 85.8%. Results show that people mainly exercise in free fitness, restricted by the income level and facilities, and rarely consume sports rehabilitation medicine, professional fitness guidance, or seldom subscribe to sports books, magazines, sports tourism. As for sports stamps, fans products, no one choose it. This phenomenon indicates that content of residents' sports consumption is unitary, and very few sports information products are consumed.

The order of the favorite consumption of people is as shown in table 1-2. The results show that 70% residents like to exercise in free fitness sites, a third of the residents consume by purchasing sports clothing, shoes and hats, and just 15% subscribe to the sports books, magazines, or watch the game personally, only 13.1% exercise in charge fitness sites. The analysis above indicates that for Xi'an residents, the idea of exercise way is still more conservative, rarely accepting the way of charging sports consumption.

Table 1-2 Favorite way of sports consumption of Xi'an residents

| Way | frequency | percentage |
|--|-----------|------------|
| Exercise in free sports fitness sites | 775 | 70.6% |
| Buy sports clothing, shoes, caps, sports fitness equipment | 362 | 33% |
| Exercise on the household sports equipment | 229 | 20.9% |
| Other | 208 | 18.9% |
| Subscribe to sports books and magazines | 185 | 16.8% |
| Watch games in the stadium | 159 | 14.5% |
| Exercise in the charging fitness entertainment sites | 144 | 13.1% |

According to the analysis about gender, there are differences between adult male and female in the way of sports consumption. As shown in table 1-3, more women choose to exercise at home or free fitness sites, totaling 73.6%, about 8% higher than the male. Beyond that, men are all higher than women on the other spending patterns. For example, men are 4% higher than women on choosing charge fitness, and 3% higher than women on buying sports clothing, shoes and hats, fitness equipment, subscribing to magazines, etc.:. The results show that in terms of sports consumption, women are relatively conservative and thrift than men.

Table 1-3 ratio distribution of residents' favorite sports consumption of different gender

| | male | female |
|--|-------|--------|
| Exercise in the charging fitness entertainment sites | 15.27 | 11.28 |
| Exercise in free sports fitness sites | 62.5 | 68 |
| Exercise on the household sports equipment | 3.96 | 5.6 |
| Buy sports clothing, shoes, caps, sports fitness equipment | 7.14 | 4.76 |
| Subscribe to sports books and magazines | 3.37 | 0.88 |
| Watch games in the stadium | 1.58 | 1.06 |
| Other | 6.15 | 8.3 |

The consumption sites of the urban residents sports

For the choice of sports consumption sites, as figure 1-2 showed, respondents are given priority to their living open space, followed by sports squares and, in the forest parks, lakes, etc., and no one choose the charging fitness sites. It shows that residents' fitness sites are still free natural places, and charging places get less attention.

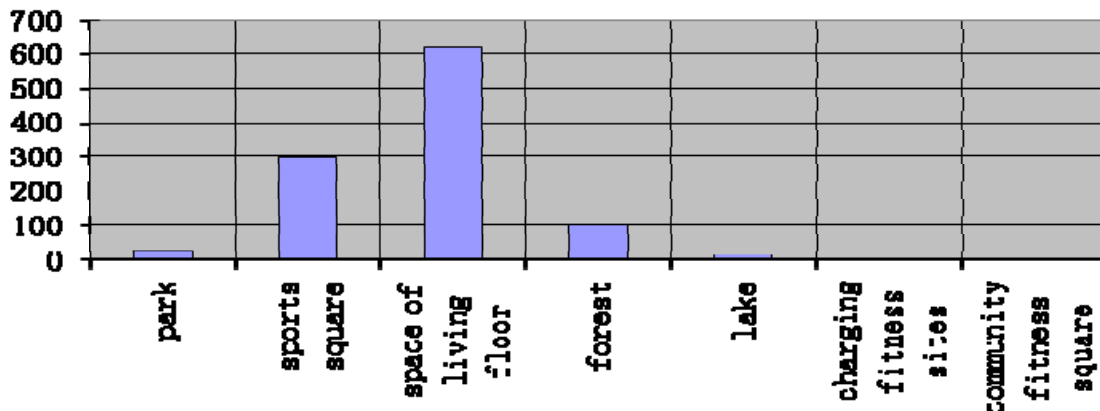


Figure 1-2 the main sports fitness sites of Xi'an residents' sports consumption

The main form of urban residents' sports consumption

For the form of urban residents' sports consumption, as showed from table 1-4, nearly half of respondents choose fitness consumption together with their friends and colleagues, and 36.8% respondents choose to exercise with their family members. Less than a quarter choose do exercises alone and others. It shows that as a mass consumption, sports consumption is influenced by traditional ideas, and people would rather do exercises with family and friends rather than alone.

Table 1-4 the main form of Xi'an residents participating in sports consumption

| Form | frequency | percentage |
|--|-----------|------------|
| Fitness consumption together with friends and colleagues | 521 | 47.4% |
| Fitness consumption together with families | 404 | 36.8% |
| Participate in the sports fitness consumption activities | | |
| organized by the unit | 336 | 30.6% |
| Exercise alone | 269 | 24.5% |
| Other | 256 | 23.3% |

Frequency and time of investment of urban residents' sports consumption

Looking from exercise frequency of the respondents who participate in the exercise(table 1-5), less than 5% of respondents can stick to exercise more than five times a week, 27.5% of respondents can exercise 3-4 times per week, 53.8% of respondents can only insist once or twice a week, and 11.9% of respondents never take part in physical exercise. It indicates that the frequency of Xi'an residents' exercise is not high, and they still didn't take physical exercise as a regular activity. We should improve residents' sports participation and the recognition of the importance of sports activities further, arouse the enthusiasm and initiative of residents' to exercise, encourage more people to increase their frequency of physical exercise at ordinary times, and realize regular of the sports consumption.

Table 1-5 exercise frequency of Xi'an residents at free sports per week

| Times | frequency | percentage |
|---------------|-----------|------------|
| 1-2 times | 591 | 53.8% |
| 3-4times | 302 | 27.5% |
| never | 131 | 11.9% |
| 5-6 times | 38 | 3.5% |
| 7 times above | 15 | 1.4% |

Specific analysis according to profession from table 1-6 shows that, the various professional categories mainly choose the exercise frequency of one to four times a week. For enterprise or business unit managements whose ordinary working time is relatively fixed, and work content is relatively single, they have the highest percentage of 7 times a week. All kinds of professional and technical personnel and management personnel exercise five or six times a week. And deputy fisheries and animal husbandry production, transportation personnel never exercise at ordinary times, because their working hours are not fixed, the intensity of labor is big, and there is no time and energy to participate in physical exercise.

Table 1-6 exercise frequency of different professional people at free sports per week

| | never | 1-2 times | 3-4 times | 5-6 times | 7 times above |
|--|-------|-----------|-----------|-----------|---------------|
| Party and government organs | 15 | 56 | 23.9 | 3.9 | 1.1 |
| Managers of enterprise or business unit | 9.8 | 59 | 26.2 | 1.64 | 3.27 |
| All kinds of professional and technical personnel | 13.4 | 54.6 | 26.8 | 5.15 | 0 |
| Clerk and concerned personnel | 5.48 | 62.8 | 25 | 4.87 | 1.83 |
| Commercial and service personnel | 8.1 | 59.6 | 27.3 | 4 | 1 |
| Production personnel of animal husbandry fishery | 20 | 60 | 29 | 0 | 0 |
| Production, transportation personnel and related personnel | 20 | 42.5 | 33.75 | 2.5 | 1.25 |
| The army | 14.7 | 48.6 | 33 | 3.12 | 0.45 |
| Other | 14 | 46.5 | 32.5 | 4.6 | 2.3 |

For the respondents participating in physical exercise, nearly 60% of them exercise about 30 to 60 minutes every day, 29% of the respondents exercise 1 to 2 hours a day, which indicate that the time investment of Xi'an residents participating in physical exercise is higher.

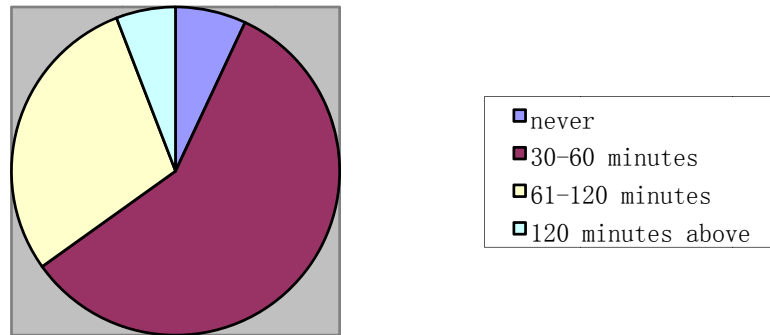


Figure 1-3 the distribution exercise time of Xi'an residents each day

ANALYSIS ON XI'AN RESIDENTS' SPORTS CONSUMPTION LEVEL

Sports consumption level is the consumption quantity including sports physical and service consumption, according to the average population, which can be said with the monetary value unit. Sports consumption level indicates people's real satisfaction level of sports consumption within a certain period of time, which reflects people's actual quantity and quality of sports consumption. It directly reflects the comprehensive situation of social productive forces and the development of social economy and culture, and also reflects mass sports consciousness and values etc. within a certain period.

Sports consumption level of Xi'an residents

Results of figure 2-1 indicate that the consumption amount of Xi'an residents which participates in sports a year presents a significant downward trend. The highest proportion is 26.7%, less than ¥100, followed by 16.7%, between ¥101-300, and the total is more than 43%, which are the main body of sports consumption. The sum of rest which greater than ¥500 is less than 10%, especially above ¥1500, is even less than 1%. Above, Xi'an residents' sports consumption is at a lower level, it has a lot to do with lower income level of Xi'an residents, but also with poor sports consumption consciousness of the residents, who are not willing to spend money on health.

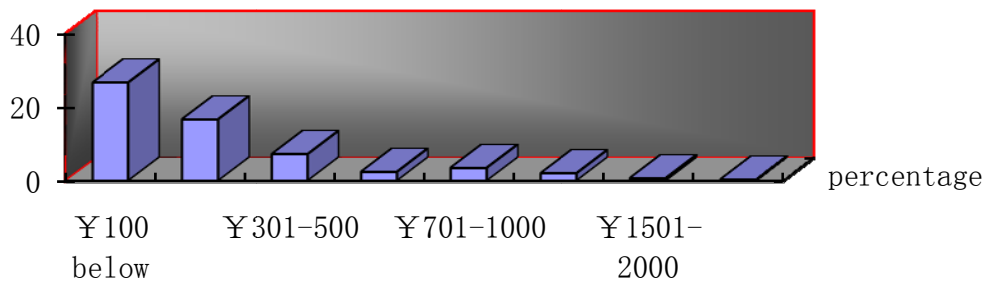


Figure 2-1 a variety of sports consumption amount of distribution of Xi'an residents within a year

Sports consumption structure of Xi'an residents

According to the study of 1098 people, survey results (table 2-1) show that, for choice of sports consumption content, people mainly buy sports clothing, shoes and hats, with the rate of 47.5%, and next is watching sports (31.6%) and participating in the exercise at charging fitness sites(19%). From the point of overall structure, material sports consumption reaches 68.6%, which is still the main content of consumption. Followed by joining in sports consumption, which reaches 52.3%, and sightseeing consumption type ranks third of 35.4%. It indicates that residents' sports consumption focuses mainly on material consumption, participative sports consumption have certain enhancement, sightseeing sports consumption, except

for watching sports with a higher percentage, overall is still in a relatively low level, and the sports consumption structure still needs to be further optimized.

Table 2-1 sports consumer categories of Xi'an residents (multi-select)

| Contents | frequency | percentage |
|--|-----------|------------|
| Buy sports clothing, shoes, hats | 522 | 47.5% |
| Watching sports | 347 | 31.6% |
| Exercise at charging construction and entertainment places | 209 | 19% |
| Gym fitness and health counseling | 130 | 11.8% |
| Buy sports fitness equipment | 120 | 10.9% |
| Subscribe to sports books and magazines | 112 | 10.2% |
| Sports tourism | 89 | 8.1% |
| Sports rehabilitation medical | 80 | 7.2% |
| Professional fitness instructor | 67 | 6.1% |
| Buy sports show tickets (live) | 42 | 3.8% |
| Buy sports stamps, souvenirs and fan products | 15 | 1.3% |

Form of material sports consumption

Through annual consumption amount of sports clothing, shoes, hats and large sports equipment to analyze the situation of Xi'an material sports consumption, as shown in figure 2-2, for consumption amount (inner ring) per year of sports clothing, shoes and hats class, below ¥500 is the highest percentage, accounting for 63.4%; followed is ¥500-1000, accounting for 12.3%; another three consumption amounts are all less than 3%. For the annual consumption amount (outer ring) of large sports equipment, there is no spending for 73% of residents, and spending under ¥500 is 20%, even for more than ¥500, the total is less than 1.5%. Data shows that total material sports consumption expenditure amount of Xi'an residents is at low levels, and the spending is mainly composed of sports clothing, shoes and hats. For large sports equipment with unit price above ¥300, more than 70 percent residents have no spending, which had a lot to do with people's income lower level.

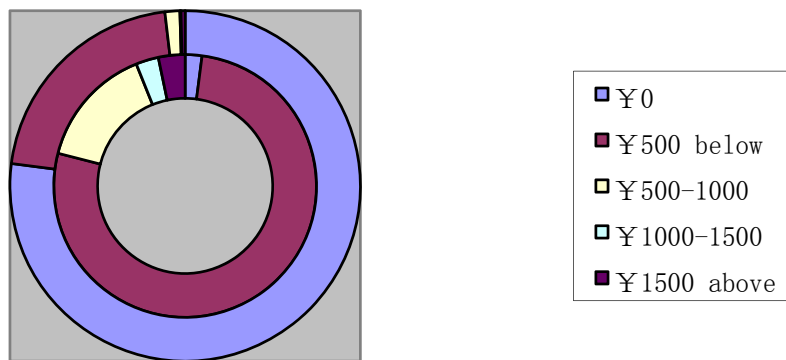


Figure 2-2 Xi'an residents' consumption amount about sports clothing shoes and hats, and large sports equipment for a year

Sightseeing forms of sports consumption

According to survey data (FIG. 2-3), from the view of spending amount of watching sports competitions for Xi'an residents, we discuss the situation of sightseeing sports consumption. The results show that, more than 48% of the residents have no spending on watching sports a year, nearly 30% of residents spend less than ¥100 a year to watch sports, 18% of the residents spend ¥100-300, while the spending more than ¥300 is only 6%. Residents' spending on sightseeing sports consumption is low, which has a lot to do with lower income level of residents, conservative idea of consumption, too expensive ticket prices, and single project of daily consumption etc.

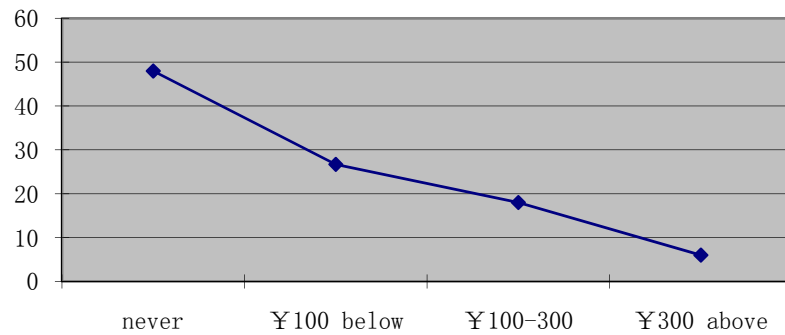


Figure 2-3 expense ratio of Xi'an residents for watching sports a year

CONCLUSION

Residents mostly are in favor of sports consumption.

Residents' consciousness of participating in sports consumption is progressively improving. With a strong sense of fitness, sports consumption will have a good development prospects.

There is a close relationship between residents' sports consumption level and sex, occupation, educational level and age.

Residents have certain ability of sports consumption, but overall consumption level is not high. After Reform and Opening, the income level of Xi'an residents' have increased significantly, but still lags behind relatively, compared with the overall level of economic development of Xi'an. Meanwhile, the differences on sex, occupation, cultural degree of the residents have a great influence on the sports consumption level. In terms of average level of sports consumption, from the view of gender, men are more than women, from the age, youth, middle-aged are higher than elderly; from the cultural degree, high degree is above the lower.

Structure Sports consumption is not reasonable

As for sports consumption structure of Xi'an residents, material consumption still accounts for the vast majority of sports consumption, and sports consumption structure is unbalanced and unreasonable. Sports service consumption can best embody the essence of sports function. The reasonable structure of sports consumption should give priority to participating sports consumption so that it is more conducive to the development of sports industry.

Purpose of sports consumption, which is mainly to keep fit now, are gradually diversifying.

At present, the purpose of sports consumption for residents is mainly building fitness. However, sports consumption has been evidently diversified to the aesthetic pursuit, leisure entertainment, social interaction etc.²

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