



# Investigation and Analysis of Sports Consumption Demand of College Students

## —Taking Jinan University Students as an Example

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### Abstract

With the rapid growth of China's market economy and the improvement of Chinese people's material living standards, the broad masses of the people germination of a variety of consumption, there are a large number of excellent products in the market continue to appear, people's consumer demand also presents a diversified situation. In the life consumption of modern society, one of the important components is sports consumption, and the consumption of college students is a market that can not be ignored, college students as a special group, their sports consumption demand occupies a very important part. This article mainly USES the questionnaire survey and mathematical statistics, the Jinan university students, for example, Jinan carried out research on college students' sports consumption demand, in the sports consumption behaviors of university students to do some discussion, analyzes the present situation and characteristics of the sports consumption behavior of college students and Suggestions according to the status and characteristics, make the students can not only conform to their own interests and hobbies. Also can take the initiative to create sports consumption market, further optimize the market structure of our country, and promote economic development.

### Subject Areas

Economics, Sports Science

### Keywords

College Students, Jinan, Sports Consumption Demand

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## 1. Introduction

Sports consumption is also a kind of non-productive consumption, but non-

generative consumption is also a branch of consumption behavior, and the other branch is production consumption. China's sports consumption mainly has two concepts: Broad and narrow. Extensive sports consumption refers to all consumption behaviors related to sports activities (direct or indirect); in the narrow sense, sports consumption refers to the personal consumption directly related to sports activities. The consumption level of sports is divided into three basic categories of physical goods, labor services and information.

Another measure of sports consumption is sports consumption. Sports living standard refers to the total consumption of sports goods and sports service materials by the average population, which can be expressed by price unit (currency). Sports consumption level is the specific satisfaction level of human sports consumption demand in a specific stage, and also reflects the amount and efficiency of the total amount of sports consumption goods actually consumed by human beings.

Sports consumption directly reflects the prosperity level of people's productivity and social economy in a specific stage, also reflects the improvement of people's sports ability in a specific stage, and also reflects the development of social economic civilization.

In 2014, The State Council issued several Suggestions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, proposing that the first goal of the healthy and rapid development of sports industry should be to maintain the steady growth of sports consumption. College students as a sports consumption is a force that can not be ignored, will become the main group of sports consumption. In 2019, the state general administration of sports and the National Development and Reform Commission jointly issued by the further promote the sports consumption of the action plan (2019-2020), the behavior planning clearly put forward to promote the sports consumption continues to increase, to further increase the vitality of the sports industry and university students lack of sports consumption and the growing demand for daily physical exercise situation, Improve the overall level of sports consumption.

## **2. Research Objects and Methods**

### **2.1. Subjects**

In this paper, random sampling method is adopted to select students from Shandong University, Shandong Normal University, Shandong University of Finance and Economics, Qilu University of Technology, Jinan University and Shandong University of Traditional Chinese Medicine, which are representative universities with high ranking and high reputation in Jinan, as the main research objects.

### **2.2. Research Methods**

#### **2.2.1. Questionnaire Survey**

According to the purpose and content of the study, and the principles of the

purpose, logic and popularity of the questionnaire design, with the help and guidance of experts, a questionnaire is designed to investigate the current situation of jinan university students' sports consumption. After repeated modification, to ensure the scientific and reasonable questionnaire.

780 questionnaires were distributed to students from six universities in Jinan, 736 of which were effective, with an efficiency of 94%. Among the surveyed population, there are 493 boys, accounting for 66.98% of the total, and 243 girls, accounting for 33.02% of the total. In order to ensure the reliability and validity of the questionnaire, six experts were consulted to evaluate the validity of the questionnaire, and the results showed that 93.5% of the questionnaire had a good validity evaluation. For the reliability measurement, retest method was adopted and 50 students were randomly selected. The interval of testing time was 12 - 15 days. After analysis, the reliability of the questionnaire was 0.89, which met the needs of the study. Therefore, this questionnaire can basically master the situation of sports consumption of college students in Jinan.

### **2.2.2. Literature Method**

With "sports consumption", "sports consumption" as the key words, through cnKI, Wanfang and other platforms to consult the relevant literature on sports consumption of college students in the past ten years, read the literature on sports consumption and consumption characteristics of ordinary college students, to provide a theoretical basis for the writing of this paper.

### **2.2.3. Mathematical Statistics**

Use EXCEL and other data analysis application software to sort out the statistical data, so as to carry out mathematical statistics.

## **3. Survey Results and Analysis**

### **3.1. Analysis of College Students' Participation in Sports**

The degree of sports participation is a very important index to measure college students' sports consumption, and sports participation will lead to corresponding sports consumption. According to the results in **Table 1**, 5.8% of college students in Jinan have little or no participation in sports, and nearly 94% of them participate in sports, indicating that most college students attach great importance to sports. This also shows that most students have sports consumption.

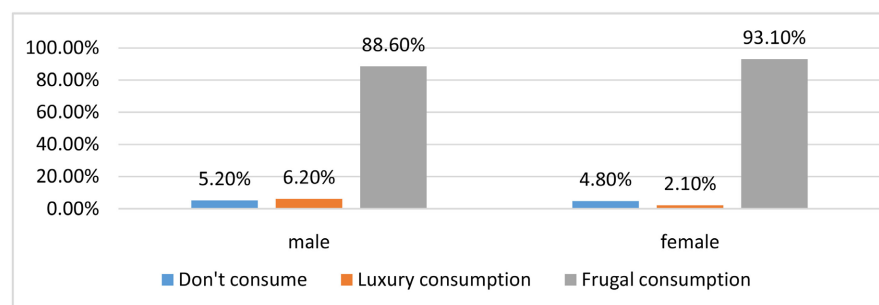
### **3.2. Analysis of Current Situation of College Students' Sports Consumption**

#### **3.2.1. Analysis of Sports Consumption Concept**

As can be seen from **Figure 1**, most college students' sports consumption concept in Jinan city is thrifty, and only a very few college students in Jinan city do not consume at all or consume luxuriously. The frugal sports consumption refers to the sports consumption which is influenced by the traditional concept of

**Table 1.** Proportion table of sports participation degree of college students in Jinan City.

degree of participation	Number of people (N = 736)	percent
hardly any	43	5.8%
once in a while	361	49.0%
general	203	27.6%
more	129	17.5%

**Figure 1.** Proportion chart of sports consumption concept of college students in Jinan City.

our country. Luxury sports consumption refers to buying expensive sports goods to improve sports quality or satisfy vanity in terms of sports consumption. Strictly speaking, it is a wasteful consumption. From the gender difference of male and female students, the number of male students' extravagant sports consumption is more than that of female students, and the number of female students' frugal sports consumption is more than that of male students. Frugal sports consumption is to achieve the purpose of exercise, while luxury sports consumption is based on the quality of sports, more expensive, better experience. Therefore, the analysis shows that male college students pay more attention to the quality of sports than female college students, while female college students only need to achieve the purpose of exercise. Most male and female college students also pay more attention to frugal sports consumption, pay attention to achieve the purpose of exercise. Advocating frugality is a fine tradition in China, which also shows that most college students have a good habit of thrift in the concept of sports consumption [1].

### 3.2.2. Analysis of Sports Consumption Level

The average consumption level of sports of college students in Jinan is investigated, and the results are shown in **Table 2** below. The average consumption level of college students in Jinan is below 50 yuan (34%), 50 yuan to 100 yuan (14%), 100 yuan to 200 yuan (41%), 200 yuan to 300 yuan (7%) and more than 300 yuan (4%). On the whole, the sports consumption level of college students in Jinan has reached the medium level, and nearly half of the students whose consumption level is between 100 and 200 yuan, indicating that there is still a lot of room for development in the sports consumption market [2].

**Table 2.** Average consumption level of college students' sports in Jinan City.

Level of consumption	Number of people (N = 736)	percent
Under RMB 50	251	34%
RMB 50 to RMB 100	102	14%
RMB 100 to RMB 200	301	41%
RMB 200 to RMB 300	51	7%
More than RMB 300	31	4%

### 3.2.3. Analysis of Sports Consumption Structure

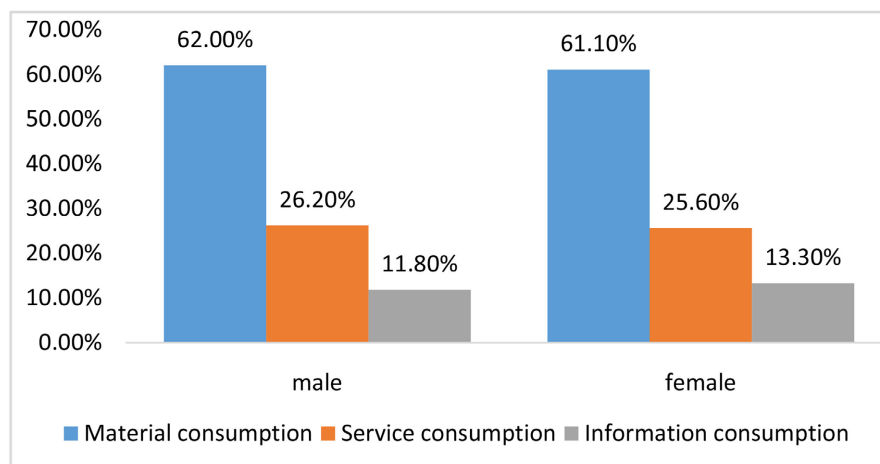
It can be seen from the level of sports consumption that the average level of college students' sports consumption is basically about 200 Yuan. In these sports consumption, there are generally three types. The first is sports consumption, which refers to sports clothing and small fitness equipment. Secondly, sports service consumption, including admission tickets or tickets for watching sports games, participating in gyms, etc. The third is sports information consumption, mainly to buy sports books, periodicals, magazines, lottery tickets and so on. According to **Figure 2**, there is no significant difference in the proportion of sports consumption structure between male and female students. College students mainly spend money on physical sports, but less on sports books and magazines. The reason may be that with the development of economic level, the price of sports clothes is also rising, which also drives the increase of sports consumption. With the development of information technology, sports information can be obtained on smart phones, which is more convenient and fast than buying books and periodicals [3] [4].

### 3.2.4. Sports Consumption Motivation Analysis

There are many kinds of motivations for sports consumption. As can be seen from **Table 3**, there are mainly the following ones:

1) Physical fitness. Is the most widely accepted role of modern sports in society. According to the results of the survey shows that 77.2% of college students' sports consumption is the primary cause of physical fitness, this shows that the students consciousness of exercise is generally, but combined with the analysis of the data in **Table 1**, the number of sports participation is not much, most only occasionally participate in sports, although most of the students have to exercise consciousness, But the actual action is still lacking.

2) Social means. In the process of sports, participants can show their true selves and release their emotions, and the communication between people can be more simple and real through the expression of body language. Therefore, sports consumption is very beneficial to the development of people's sociality, especially their communication ability. By data show that college students are the reasons for social participation in sports and sports consumption is occupied 30%, reason is likely to be conducted by use of sports consumption can promote interpersonal social sports activities, so developed in today's information age,



**Figure 2.** Proportion chart of sports consumption structure of college students in Jinan.

**Table 3.** Sports consumption motivation table of college students in Jinan City.

Percentage of sports consumption motivation (multiple choice)	number of people	percent
Physical fitness	568	77.2%
Social means	221	30.0%
Entertainment and leisure	423	57.5%
Follow the fashion	106	14.4%
Their own success	255	34.6%
The other	205	27.9%

many people don't want to go out, so would rather be a house also don't want to go out social, One of the advantages of physical exercise is that it makes people communicate face to face and more real.

3) Entertainment and leisure. The game, antagonism and appreciation of sports, especially competitive sports, are very good means of releasing pressure and entertainment. According to the survey results, 57.5 percent of college students consume sports for entertainment. One of the major benefits of sports is that it can make people happy, and sports consumption can also make people happy. Whether it is buying physical products, labor products or information products, consumption is happy, and wearing or using purchased sports equipment can make people happy during sports. In the rapid development of modern society, the pressure of life and study is everywhere, young students need to adjust their body and mind through physical exercise, to achieve the purpose of entertainment and leisure.

4) Follow fashion. According to the survey results, 14.4 percent of college students spend money on sports because of fashion. College stage is the main step for young people to enter the society, is a transitional period. When college students step out of their homes and enter the so-called "small society", they will lack of choices for many things, and their thinking and practices are easily in-

fluenced by people around them. They ignore their actual feelings and blindly follow the social trend, so as to make meaningless comparisons for themselves.

5) Own success. According to the survey, 34.6 percent of college students spend money on sports for their own success. College students often use sports to improve their figure or ability, highlight their advantages, show their talent, so as to achieve self-achievement. One of the characteristics of sports is to constantly discover a stronger self. The motto of the Olympic Games, “Higher, Faster, Stronger”, is the best interpretation of this characteristic. Many people who are not successful in sports also believe that sports are an important reason for the progress of human beings, and it is sports that realize themselves.

6) Other reasons. According to the survey results, 27.9% of college students’ sports consumption in Jinan is due to other reasons, other motivations may include the effect of sports stars, advertising effect, highlighting personality, investment means and so on [5] [6].

### **3.3. Analysis of Influencing Factors of College Students’ Sports Consumption**

#### **3.3.1. Internal Factors**

First of all, we should look for problems in the aspects of college students themselves, first of all, the impact of their economic conditions on sports consumption. Most of the total economic income of college students still comes from family supply, and a small number comes from scholarships and part-time jobs. Therefore, sports consumption is greatly affected by these factors. Nowadays, with the improvement of market economy, people’s quality of life is gradually improving, and sports consumption is no longer as tight as before. Some studies show that sports consumption level of urban students is significantly higher than that of rural students, which indicates that sports consumption is directly related to family income [7] [8].

Secondly, college students’ interest in sports is also the key factor affecting college students’ sports consumption. With the development of modern society, people pay more attention to the entertainment and relaxation of daily life. Sports is one of the forms of entertainment. When college students have a strong interest in sports, they will be willing to carry out sports consumption on it, which will affect the level of sports consumption [9].

Thirdly, the concept of consumption value influences college students’ sports consumption. Since ancient times, people’s consumption values are practical first, and sports consumption is only the physical consumption in line with this point, as for the general college students, sports consumption is still a very high consumption behavior, so college students’ sports consumption is generally concentrated in sports clothing and other physical sports consumption.

#### **3.3.2. External Factors**

There are many external factors that affect sports consumption of college students. The first one is the price of sports consumption, which is also the most in-

fluent aspect of sports consumption. Sports consumption price can let the family economy bear is one of the key. If you can, then this aspect can be completely ignored; conversely, a family's economic power can not afford sports consumption, then naturally there will be no sports consumption. So reasonable arrangement of sports consumption price is the key.

The second aspect is the quality of sports infrastructure conditions. How to arouse students' interest in sports in university? The quality of sports infrastructure is the most critical part of this. A good sports infrastructure can make it easier for students to pick up on some of the sports and get a head start in building interest. On the other hand, if students are bad doesn't even have a look at the sports infrastructure, sparked interest more don't know what to talk about, at the beginning will be cut off sports consumption, the real example believe that everyone have experience greatly, playing basketball, the most important thing is to have a good field assumes that the newly entering the university students interest went to play basketball, with a threatening to just discover, the pitch is land surface, There was no net on the basket, and the original interest was gone. As time passed, when I thought of playing basketball, I thought of the rotten court, and my interest in sports gradually disappeared. Therefore, how to improve the infrastructure in the school is the top priority. Only by improving the facilities can students have a good start and find their own interest in sports activities, so as to generate sports consumption [10].

Thirdly, the guidance of social media also has a very important influence on sports consumption. Sports consumption of sports information can show that on the one hand, the impact of the with the development of science and technology, people can watch many sports games on TV and sports, about sports such as books, newspapers and so on is also more and more, through the media, can let more people to contact and understand all aspects of sports, like some international events, local competition and so on, All laid the foundation for sports consumption. In addition, the media's guidance of sports is also one of the ways to arouse students' interest in sports. China is a big country in table tennis, and it is very easy for students to become interested in table tennis under the guidance of the media. Sports consumption is generated by buying rackets and watching table tennis matches. Now is the age of science and technology, people's ability to receive information is becoming more and more powerful, college students are the most easy to accept new things, through the Internet and other media information, college students can better understand the sports related matters. On the other hand, online shopping is also an important way of sports consumption. Through online shopping, people can buy sports equipment, clothes, hats, shoes and socks that cannot be bought around them, which greatly promotes the emergence of sports consumption. In addition, there are also fitness video tutorials on the Internet, which can lay a foundation for students who are interested in fitness and pave the way for future sports consumption.



For primary and middle school students, study pressure and time stress are the important reasons for sports. College students are no exception. Often the time to participate in sports is replaced by their studies, not to mention the cultivation of interest, and then sports consumption. Reasonable arrangement of their own time, let their efficient work is a college student should learn things.

## 4. Conclusions and Recommendations

### 4.1. Conclusions

1) College students in Jinan generally have a clear understanding of sports consumption and think that sports consumption is necessary. A large part of college students in Jinan city has carried out sports consumption, and most of their sports consumption concept is frugal sports consumption, only a few do not carry out consumption or luxury consumption.

2) The sports consumption structure of Jinan university students is mainly physical consumption, such as sports clothes and hats; a small part of that is spending on physical activity, like going to the gym.

3) The Jinan university students' consumption level in the medium level, which accounted for a small number of sports consumption, the number of free time for sports is not high not low, has great potential for development, boys and girls in the treatment of sports consumption also have different results, male students interest in sport is generally higher than female students [11].

4) The consumption motivation of college students in Jinan is mainly physical fitness and entertainment, partly for social contact and self-achievement, but also partly for following fashion.

There are many factors affecting sports consumption, including internal factors and external factors, among which family economic factors and sports consumption price become the main factors.

### 4.2. Suggestions

In order to make jinan university students know more about sports consumption, improve their sports consumption level and expand jinan sports consumption market, this paper puts forward a series of suggestions according to the survey results and factors affecting college students' sports consumption, hoping to play an effective role.

First, the school should improve the construction of sports infrastructure, so that the basic sports facilities can meet the needs of students' sports, so that students can constantly cultivate a good foundation of sports, arouse their interest in sports, and form a good habit of loving sports, so that more students can establish a understanding of sports consumption [12].

Second, by the news media and so on various aspects propaganda and guide college students sports consumption awareness, teachers should also be more guidance in this respect, let the students change attitude towards sports consumption, develop a scientific sports consumption good habits, and to carry out

scientific and reasonable sports consumption, let the students recognize certain sports and sports consumption is to be responsible for their own health, And both are an integral part of a healthy life.

Thirdly, in the sports teaching of colleges and universities, it is necessary to place the cultivation of students' thoughts of lifelong sports in the first place, further enhance the awareness of college students' sports consumption behavior, and hope to guide and help college students form good sports consumption habits. At the same time, colleges and universities should pay attention to the management and use of stadiums and sports equipment, rationally develop and utilize resources, not idle, not waste. Actively cooperate with the society, introduce sports competitions, open classes and train, put the national fitness strategy into practice, and actively create a good social environment conducive to the development of sports consumption. Colleges and universities should also actively carry out various sports activities, create a strong sports environment, pay close attention to the healthy development of students, guide students to form a positive and healthy concept of sports consumption [13].

Fourthly, the construction of sports market management is also an important part of it. Sports market is the place of sports consumption, its environment is an important condition for sports consumption to proceed smoothly. In order to make a good sports market for college students' sports consumption, we should first investigate the sports items that college students are interested in, perfect the preparation of sports consumption products, improve product quality and make reasonable prices. In addition, the sports market does a good job of publicity [14].

In general, the above suggestions are put forward for the internal and external reasons of college students, hoping to play a certain role in college students' sports and sports consumption. In order to achieve the above points, it needs the joint efforts of students themselves and the whole society. It is the common goal of contemporary college students to establish a good sports goal, establish the concept of lifelong sports and have a healthy body.

## Conflicts of Interest

The authors declare no conflicts of interest.

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