

Research on Sports Consumption of Urban Residents in Mianyang City

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Abstract: By using literature method, questionnaire survey method, interview method, mathematical statistics method, the paper select people from different age, education, occupation, income level, sports consumption to research Mianyang city residents sports consumption level, structure, purpose, effect factors. Suggestions:(1) Increase awareness of the residents' sports consumption;(2) Promote the development of sports consumption to compound consumption;(3) Government departments should regulate sports market and promote the development of sports industry;(4) Establish a standardized development strategy of the sports market.

Keywords: Mianyang; urban residents; sports consumption

I. Preface

With China's rapid economic development, city residents consumption trend turn to entertainment. Sports consumption is gradually becoming an important part in residents' live consumption^[1]. When people meet the basic living needs, they will seek a higher level of consumer behavior. Mianyang is a famous city of science and technology, its economic level, and urbanization level gradually improve, the consumption level of residents has been growing steadily, at the same time the sports consumption of the residents has opened up a new space for development.

II. Investigation on the current situation of sports consumption of urban residents in Mianyang

A. The basic situation of the respondents

Table 1 Survey of consumers basic situation

Consumer	Distinguish item	Percent(%)	Consumer	Distinguish item	Percent(%)
Gender	Men	52.59	Occupation	Student	35.80
	Women	47.41		Service	17.95
Age	15-22	38.10		Education worker	16.98
	23-30	27.26		Business individual	7.00
	31-49	13.25		Civil servant	6.05
	50-65	12.09		Worker	5.00
	Over 65	9.30		Farmer	3.93
Degree of Education	Primary school	6.62		Company staff	3.93
				Others	3.36
				Salary	Under 1000

	Junior middle school	14.78		
			1001-2000	14.78
	High school	35.70	2001-3000	23.13
	University	42.90	3001-4000	34.93
Frequency	0	4.60	4001-5000	17.00
	1-2	38.20	Over 5000	9.97
	3-5	32.53		
	Over 5	24.67		

B. Different age sports consumers in the total situation

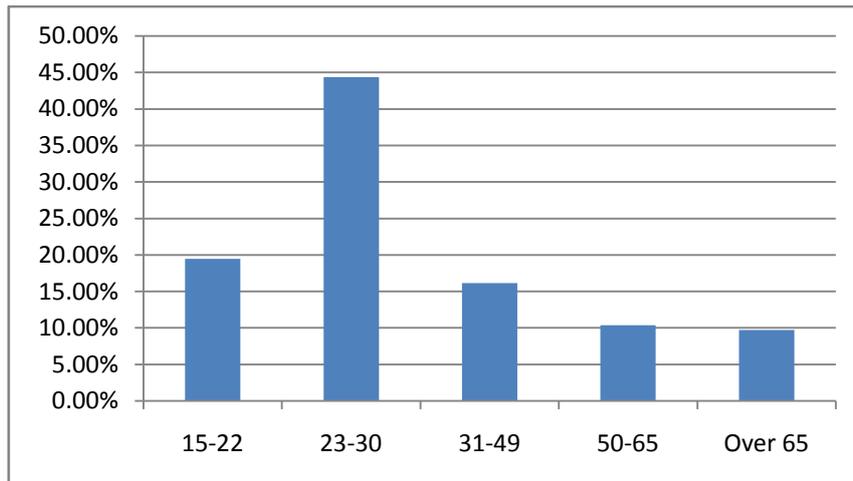


Fig.1 Different age consumer expenditure comparison of the total number of ages

Mianyang city residents sports consumers are mainly concentrated in the age of 15 to 30 years old, accounting for 63.82%. This is mainly because some sports consumers are mostly students or just the employment of young people, this part of the sports consumers are most active, playful, and keep pace with the times; second is the age accounted for 16.12% in 31 to 49 years old of the residents, most of them are in the individual career development peak, due to the need for personal communication activities in the work and their own exercise needs to participate in sports activities, so their sports consumption expenditure is relatively large; the last, more than 50 years of age accounted for 20.06% of residents, the residents of this part mostly is at the end of one's career or retired personnel, their abilities of sport activities are relatively weak. Their sports activities are mostly in the form of collective simple (such as: Tai Chi, square dance, walking, etc.), the consumption of residents of this age is very little.

C. Structure of sports consumption of urban residents in Mianyang

Table 2 Mianyang sports consumer sports consumption structure

Type of sports consumption	Content of sport consumption	Population	Percent(%)
Physical type sports consumption	Buy sports clothes	201	19.29
	Buy sports fitness equipment	291	27.93
	Buy sports newspapers and magazines	49	4.70
	Buy sports souvenirs, mascots	38	3.65

Participating sports consumption	Fitness center costs	147	14.11
	Electronic competitive cost	94	9.02
	Sports tourism	87	8.35
Spectator sports consumption	Entrance ticket of sports and leisure places	51	4.89
	Sports events, performances tickets	104	9.98
Game based sports consumption	Sports Lottery	183	17.56

In general, the sports consumption structure of Mianyang urban residents is increasing with the improvement of people's living standard and quality. The content, structure and form of sports consumption become diversified. Among them, the sports consumption of the residents is mainly "physical type" and "participating type" sports consumption. From the perspective of the specific consumption of the residents, the purchase of sports fitness equipment is the main consumption form. According to the interview of respondents, residents in sports consumption structure is mainly used to buy sports fitness equipment and clothing as the main material consuming^[2].

D. Analysis on influencing factors of sports goods selection of urban residents in Mianyang

The three factors which influence sports consumers in Mianyang sports goods purchasing are: Firstly, the residents are affected by their own economic factors; Secondly, it is affected by the social visibility of the product itself. The quality of sports products and the lack of awareness of sports consumption need to be valued.

Table 3 Factors affecting sports consumer sports goods selection in Mianyang

	Total	Product quantity	Popularity	Economic factor	After-sale service	Cognition	Consumption experience
Frequency(%)	100	14.78	22.74	38.58	1.54	14.3	8.06

III. Conclusion

A. From the Mianyang city sports consumers' gender and age, Mianyang city sports consumer male gender in excess of women, the difference between them is relatively large (sports consumer sex ratio difference of 18.04%); the difference between the sports consumers of different ages in Mianyang city is more prominent, Mianyang city residents sports consumption groups mainly concentrated in the "15 to 30" years old, because most of them are college students; secondly because most of them have a fixed occupation and stable income^[3]. The youth have abilities to pay their own sports consumption.

B. From the structure and frequency of Mianyang city residents who participate in sports consumption and sports activities, "physical type consumption" is the main form, that is different from China's other developed area, but from the economic development situation, Mianyang sports consumption residents of the city structure gradually began to change from "physical type consumption" to "participate in sports consumption". At present, Mianyang city residents sports consumption is mainly to the purchase of sports apparel and sports equipment, sports magazines, books and other kind of sports consumption, and the purchase of sports lottery game consumption supplement. So the sports consumption structure of the urban residents in Mianyang is relatively narrow, and the space of sports consumption is still to be improved.

C. From the places and purposes of Mianyang city residents who participate in sports consumption, the consumption places are mainly in the outdoor consumption places. From the times of consumption of city residents to participate in sports, most residents choose free places or cheaper sports venues, and the choice of high fees for the residents are rarely. This reflects the Mianyang city residents sports consumption level needs to be improved. From the sports activities in Mianyang city residents to residents, sports consumption itself mainly to "fitness" and "entertainment", the second is for "interpersonal communication" and "improve their skills", this shows that Mianyang city residents to participate in sports consumption is very clear.

IV. Suggestion

A. Increase awareness of the residents' sports consumption

The size of the proportion of sports consumption of urban residents is an important sign of whether the sports market is active. Let more people know participating in physical exercise can not only make the residents develop a healthy lifestyle, but also can promote the sports consumption demand, so as to promote the rationalization of consumption structure. We should encourage residents to participate in sports activities, expand consumption structure to guide residents to make reasonable consumption.

B. Promote the development of sports consumption to compound consumption

With the current trend of economic diversification and the development of sports industry gimmick, we should encourage the residents' sports consumption and sports tourism industry. By organizing athletic activities of major sports events (such as: hosting the national large-scale events, games, games, etc.) to affect the Mianyang city residents sports consumption consciousness, promote the sports consumption structure of residents to the development of composite sports consumption.

C. Government departments should regulate sports market and promote the development of sports industry

Firstly, the relevant government departments should formulate the development strategy of sports industry, sports consumption market norms also reasonable. The popularization of sports consumption is the inevitable trend of the market economy, the development of sports market and the objective demand of consumption growth^[4]. Therefore, as the relevant government departments should widely participate in the park and other local communities construction, prompt the majority of residents who have more opportunities to participate, strengthen the construction of social sports instructor team from the use of resources to meet the residents sports consumption demand.

D. Establish a standardized development strategy of the sports market

In order to make sports consumption a good consumer environment, the relevant government departments must formulate policies and regulations in line with the local actual sports market development^[5]. They should strengthen the price, quality and service of sports products, prevent the low quality of sports goods get into the sports consumer market, prevent damage to the legitimate rights and interests of consumers. Only in this way can the sports industry market size can constantly expand.

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