Investigation and Analysis of Sports Consumption of College Students in Nanchang

Jian-Jun CHENG
Jiangxi Vocational Technical College of Industry Trade, Jiangxi, Nanchang, China
61430513@qq.com

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Abstract. This study focuses on undergraduates from 6 universities in Nanchang. In the research process, the methods of literature, questionnaire, interview and mathematical statistics are mainly used. The results show that: 1. the sports consumption level of college students in Nanchang is at a low level, and there are differences between male and female students in sports consumption motivation. There are differences in the proportion of people from big cities, small and medium-sized towns, ordinary rural areas and remote and poverty-stricken areas. 2. Nanchang university students choose sport has bias, imbalance, the boys' sports is relative to the girls’ sports antagonism is stronger, from the level of consumption of the whole consumption level to see the boy was obviously higher than that of girls, and in the degree of sports consumption level difference is bigger, the boy paid consumer tolerance is higher than the girl, some projects require specialized teachers and help guide. 3. More college students in F prefer open space on campus when choosing sports venues. The main factors for participating in sports are weight control, body-building and recreation. 4. Sports consumption is the economic input of material consumption directly used by students for sports consumption. It is subject to students' economic status, interest in sports, awareness of sports consumption level, and school consumption environment.

Research Object
This study focuses on undergraduates from 6 universities in Nanchang. The schools are Nanchang University, Jiangxi Agricultural University, Jiangxi University of finance and economics, Jiangxi Normal University, Jiangxi College of traditional Chinese medicine, and Nanchang Aeronautical University.

Research Methods

Literature Method
Through the library of Jiangxi vocational and technical college of industry and trade, literature search was conducted on CNKI with "sports consumption" as the key word. To understand and analyze the current situation of college students' sports consumption, and provide rich theoretical basis for the research and expansion of this paper.

Questionnaire Survey
According to the needs of this study, I designed the questionnaire on the current situation of college students' sports consumption, and distributed and recycled it. A total of 270 copies were recovered, with a recovery rate of 100 percent.

Interview Method
Make an interview outline, leaders, teachers and some students of physical education departments of some universities in Nanchang, and further understand the current situation of sports consumption items of some universities in Nanchang, laying a foundation for in-depth discussion of this study.
Mathematical Statistics

I sorted out and classified the questionnaires. SPSS20.0 software was used to make statistics and analysis on the obtained data.

Discussion and Analysis

Family Economic Level Distribution of College Students in Nanchang

The level of family income is an important factor influencing college students' sports consumption. By collating the questionnaire about college students Nanchang area economic level distribution differences, from small and medium-sized towns and ordinary rural is more, and from the big cities and remote most needy mountainous area is relatively less, their consumption idea is different in different parts of the college students, consumption level, economic condition and so on, there is a gap; a series of factors directly restrict college students' sports consumption.

Motivation of College Students to Participate in Sports Consumption in Nanchang

Sports consumption motivation is an important factor driving the growth of college students' sports consumption. According to the survey results of six colleges and universities in Nanchang, the top three consumption motivations of college boys are weight control, body-building, recreation and interpersonal communication, accounting for 23%, 38% and 20% respectively. The top three shopping motives of girls are weight control, fashion pursuit and interpersonal communication, which account for 25%, 20% and 20% respectively. It can be seen that the quality of life and spiritual needs of college students are constantly improving, which shows that college students have a very clear motivation to participate in sports consumption. At the same time, it is also in line with the personality characteristics of contemporary college students, but college students due to the heavy study, employment pressure, economic pressure and other factors into mental pressure and psychological unrest increased.

Investigation and Analysis of College Students' Leisure Time Allocation in Nanchang

According to the survey needs, the college students' spare time is divided into: Internet, shopping, reading, making friends, leisure and entertainment, work-study program, participating in sports activities. The results show that most college students choose to surf the Internet and have fun in their spare time. It can be seen that college students spend less time on sports in their spare time.

Selection and Analysis of Sports Consumption Items for College Students in Nanchang

The survey found that the sports selected by college students are biased and unbalanced. The male students mainly chose basketball 45.7%, table tennis 38.2%, badminton 28.6%, football 20.4% and tennis 18.2%. The female students mainly chose 48.4% roller skating, 37.8% table tennis, 28.9% badminton, 25.6% rope skipping, 23.8% calisthenics and 19.7% yoga. Both male and female students chose basketball as their first choice for exercise, while 45.7 percent of male students and 48.4 percent of female students chose roller skating as their first choice. The most economical exercise content has become one of the most popular sports on campus, and there is no difference between male and female students in the choice of interesting table tennis. Boys in the exercise to choose more items are basically strong, antagonistic, and relatively novel, stimulate some items, such as basketball, football, roller skating, tennis, taekwondo and other items. These projects have relatively high requirements for site standards and specifications and equipment conditions. Therefore, the safety of sports venues affects students' enthusiasm to a large extent. Some new and fashionable sports, such as tennis, roller skating and taekwondo, are more restricted by the conditions of the field. The sports selected by girls are mostly concentrated on the sports with strong interest, small intensity and graceful and gentle movements, such as aerobics, yoga and sports dance. In recent years, ping, yu, net “three small ball” project is more popular in colleges and universities, but the cost of badminton and tennis is higher. To sum up, the sports consumption of college students is concentrated and single in the selection of items, and the content of physical
exercise is diversified. In the selection of items, the key consideration is simple and easy to learn exercise method, less economic investment, and convenient to organize the project.

**Innovation and Analysis of Sports Consumption Places for College Students in Nanchang**

Through the investigation of Nanchang area college students often go to sports consumption sites. Campus space was the first choice, accounting for 63.6% of the total respondents, followed by free on-campus venues, on-campus fee-paying venues, dormitories or corridors, accounting for 51.8%, 29.7% and 22.6% of the total respondents, respectively. Boys choose more sports venues than girls. The choice of free venues on campus is 51.8%, which is also in line with the living conditions of college students, because most students have no financial ability and mainly rely on their parents, so they don't have much money to spend on sports consumption. At the same time, it can be seen that some college students in Nanchang have great differences in sports consumption awareness, which may be related to the consumption environment and economic conditions of local colleges and universities. How to make the awareness of "spending money to buy health" deeply rooted in people's minds, still need to be further strengthened.

**Sports Consumption Forms of College Students in Nanchang**

According to the survey, there is a significant difference between male and female students in monthly sports consumption. The monthly consumption of less than 10 yuan accounted for 37.9% of male students and 62.8% of female students. The percentage of 11-20 yuan is 31.8% for boys and 23.1% for girls. 18.6% of male students and 11.5% of female students are from 21 to 50 yuan. 12.4% of male students and 2.5% of female students are from 51 to 100 yuan. More than 100 yuan because the data is very small do not do analysis. The consumption level of boys is higher than that of girls, and the difference in sports consumption level is greater. Boys paid consumer tolerance is higher than girls, and at the same time it is not hard to see the girl in the sports consumption level is low, thin sports consumption consciousness, sports consumption environment is poor, and because the girl because of physiological differences and the influence of traditional concepts is deeper, making them to the level of sports consumption as the boy is strong, the second is different gender students because of the different personality traits and aesthetic taste of life and the understanding of the sports consumption is different, make them in the sports consumption, the choice of the main content is different, the boy is more concerned about sports information, watch the game, is more in basketball, football and other projects, Spend more on time and money; Girls prefer calisthenics, table tennis, badminton and other sports, which require a high level of technical skills and special teachers to give help and guidance. This is also restricting girls' sports consumption behavior. Different consumption concepts and values make them have different behaviors to participate in sports activities and different investment in sports consumption, which makes boys have higher sports consumption awareness and consumption level than girls. College students' sports consumption is mainly in the purchase of sports clothing and shoes, there are also some students in sports books and newspapers have certain consumption, and in the purchase of equipment is mainly ball, in the sports venues paid consumption is mainly to the management of sports venues, to participate in training classes. In exercise for a fee, so to the venues, equipment management, maintenance insufficient funds have some relief, but in some universities of Nanchang region exercise student groups to paid a minority of students, this is mainly related to the overall sports culture atmosphere is not strong in Jiangxi province, may also with local colleges and universities are particular about the environmental and economic conditions.

**Factors Influencing the Sports Consumption of Some College Students in Nanchang**

The difficulties and obstacles for college students to participate in sports consumption come from different aspects and levels, including the main factors of students and external environmental factors. Survey results analysis shows that the factors that affect students participate in sports consumption level in the top of a few are: personal economic strength (14.90%), lack of sports venues equipment accounted for 12.98%, have no time, study hard 12.01%, weather environment and their own training needs is the same proportion (10.57%), other factors in different extent,
affected the enthusiasm of their consumption. It is an objective fact that there is a lack of venue equipment and special personnel to guide colleges and universities. According to the survey results on sports consumption organization guidance, 14.0% of the schools are under guidance, while 65.7% have no guidance. This shows that some colleges and universities in Nanchang are not able to provide guidance on sports consumption, and students are mostly free of interest. This lack of necessary organization, guidance and service directly affects the initiative and enthusiasm of students to participate in sports consumption.

Conclusions and Recommendations

Conclusions

(1) The sports consumption level of college students in Nanchang is at a low level, and there are differences between male and female students in sports consumption motivation. There are differences in the proportion of people from big cities, small and medium-sized towns, ordinary rural areas and remote and poverty-stricken areas.

(2) The Nanchang university students choose sport has bias, imbalance, the boys’ sports is relative to the girls’ sports antagonism is stronger, from the level of consumption of the whole consumption level to see the boy was obviously higher than that of girls, and in the degree of sports consumption level difference is bigger, the boy paid consumer tolerance is higher than the girl, some projects require specialized teachers and help guide.

(3) More college students in Nanchang prefer open space on campus when choosing sports venues. The main factors for participating in sports are weight control, body-building and recreation.

(4) Sports consumption refers to the economic input of material consumption directly used by students for sports consumption. It is subject to students’ economic status, interest in sports, awareness of sports consumption level and school consumption environment, among which there are both main factors of students and external environmental factors.

Recommendations

(1) For the current situation of sports consumption of college students in Nanchang, we should change the traditional concept, vigorously strengthen the publicity of sports activities, vigorously create a supportive environment, and improve the enthusiasm of college students to participate in sports consumption.

(2) Pay attention to the development of the school's special sports projects, expand the influence of universities in the special projects, introduce new leisure sports projects, develop the advantageous traditional projects favored by students, and set up simple, practical and easy sports projects that do not require too much site facilities and that students like. And actively guide college students to carry out sports consumption, so that "spend money to buy health" consciousness more deeply.

(3) Professional training should be provided to the physical education teachers in colleges and universities, so that they can constantly improve their professional level, develop a new type of physical education according to the needs of the society, further improve students' cognition level of physical fitness, develop the habit of physical exercise and gradually improve the level of sports consumption.

(4) As college students are a group of students, due to the deficiency of economic income, sports industry developers can actively develop suitable sports products and sports items according to the actual situation of college students, so as to meet the needs of college students' sports consumption and expand the sports market with great potential. Some universities do not have the sports resources into universities, vigorously develop the university students’ sports consumption market.

(5) The school should cooperate with the local consumer association to carry out regular publicity, education and learning of consumer rights and interests, green consumption and other related knowledge to college students, to create a good school sports consumption atmosphere, call on
college students in the consumption process to put their learning into practice, with legal means to protect their legitimate rights and interests.

References


