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Investigation and Research on Sports Consumption Psychology of College Students in Kunming of Yunnan Province

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Abstract

In recent years, sports for the masses in our country has developed vigorously, accompanied by the sports consumption has gradually become popular. As the successors of socialism, college students' sports consumption behavior will play a guiding role in China's sports consumption structure and the development trend of sports industry. Therefore, this paper analyzes and studies the sports consumption psychology of Yunnan college students in Kunming through the methods of questionnaire survey, literature and interview. In the study, the average monthly sports consumption, sports consumption motivation, sports consumption structure and the influence of college students' sports consumption and other factors as the related factors of the study, so as to analyze the average monthly sports consumption level of college students is low, the pursuit of physical and mental health and physical consumption. At this level, the article suggests that schools actively guide college students to take an active part in sports consumption; Social operating sports venues take into full consideration the factors affecting the sports consumption of contemporary college students, their economic capacity and the structure of college students' sports consumption, etc., and formulate the price suitable for college students' sports consumption. Finally, some reasonable suggestions are put forward for the development of sports industry in the future.

Keywords

College students; Sports consumption psychology; Countermeasures.

1. INTRODUCTIONG

In 2008, our country successfully held the Beijing Olympic Games. Under the influence of this opportunity, China's sports cause has been unprecedented development. Sports as a potential sunrise industry in the society, it is very beneficial to the country and the people. With the "Consumer Product Standards and Quality Improvement Plan (2016-2020)" issued by the State Council, the country has basically improved the standard system of consumer goods. College students, as the future successors in the society and the representatives of the elite in the society, are forward-looking in their ideology and behavior. Naturally, their desire for consumption is stronger than others, including the consumption of sports. Although college students have no job and no income, their consumption is a force to be reckoned with in the society at present.

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2. MANUSCRIPT PREPARATION

2.1. Research Object and Method

2.1.1 Research object

This paper takes the sports consumption as the breakthrough point and systematically analyzes the situation of the sports consumption of college students in Yunnan in Kunming.

2.2. Research Method

2.2.1 Literature survey

Literature and materials related to consumption, sports consumption and sports consumption psychology were consulted through Yunnan University Library in Kunming, CNKI and other channels. These documents provide a theoretical basis for the study of this paper.

2.2.2 Questionnaire

In order to do a good job in this research, I specially developed the college students sports consumption psychology questionnaire. In order to make the research more solid and effective, on the one hand, the questionnaire was carefully modified several times until it met the requirements of the questionnaire. On the other hand, the existing questionnaires with high reliability and validity were used. 300 questionnaires were randomly distributed and 290 were recovered with a recovery rate of 96.6. Among them, 285 questionnaires were valid, and the effective rate was 95%.

2.2.3 Mathematical Statistics

Using sports statistics knowledge, SPSS 17.0 software was used to integrate and process the data, and to find and mine various characteristics revealed by the data.

3. RESEARCH RESULTS AND ANALYSIS

3.1. Characteristics of College Students' Sports Consumption Psychology

3.1.1 Combine personality and conformity

College students have a strong sense of self. With the continuous strengthening of consumption experience, the personalized sports consumption of college students is more and more distinctive in the market. This is caused by college students' pursuit of self and self-manifest. At this point, the most obvious is that college students in the choice of related sports goods.

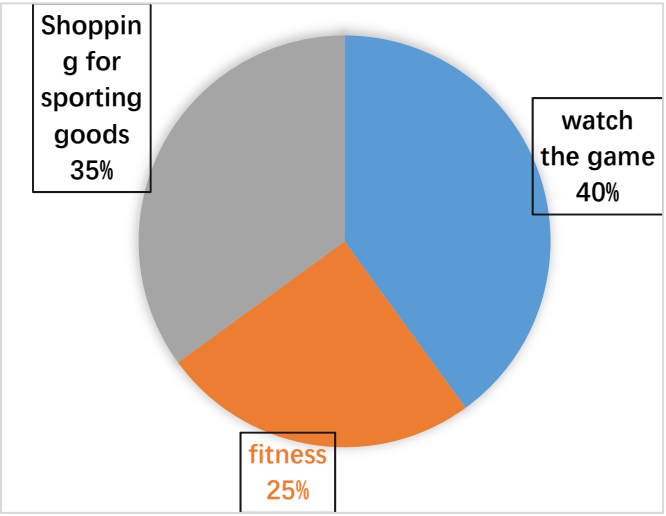

Figure 1. Sports consumption of college students

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Conformity is to follow the trend, it is a common phenomenon in the society. More specifically, it is the tendency of people to imitate and follow the behavior and practices of the group. In the survey, we found that: 40% of college students will watch sports games with their classmates and friends; 25% of college students will go with their classmates to participate in physical exercise and fitness; Thirty-five percent of college students buy sports goods with their friends. The occurrence of this kind of psychology is not unilateral, but the accumulation of many factors. For example, some college students, because of their similarities in life and study, will make this part of students form a mass, which is more professional to say, a community. In addition, given that sports goods are not necessary in life, so in college students still have a considerable flexibility. In addition, many of these sports goods and related sports consumption experience is not familiar to college students, which has caused some college students in sports consumption of judgment and confidence at a great discount. In this case, conformity is a possibility.

3.1.2 Both realistic and pragmatic

As a special group in the society, college students are fond of fashionable and fresh things, and have a stronger pursuit of brands and trends than other groups. In the survey, we found that college students will follow the trends and fashions they pursue as long as their own economic conditions allow. They believe that the brand consumption in sports, on the one hand, can let them buy the risk to the minimum, on the other hand, but also to meet the vanity of universities. Here, we also found that in the school some students with better family conditions, they excessively pursue sports brand-name products, often in some of the society's high-grade sports entertainment and fitness places, while showing off in front of the students. This phenomenon exists in schools, but this kind of sports consumption is not quite in line with the benign development of the society, which needs the guidance and management of the school, family and society.

3.2. Factors Influencing College Students' Sports Consumption Psychology

3.2.1 Economic capacity

Nowadays, college students have no independent economic ability, and they mainly need their parents' support. In the investigation, we found that the most important and key factor affecting college students sports consumption psychology is the economy. Common saying says: make bricks without straw, put in college student here say to do not have certain economic ability namely, want to have sports consumption to become a blank check. Even if college students have ideas and pursuits, they can only think of things without money. In view of this, the first thing college students need to consider when sports consumption is the price, and then is the quality. Even if college students have a brand complex in their hearts, they just don't buy it, which restricts their sports consumption. Of course, if the economic conditions of college students are reasonable, then in the case of the same quality, college students more want to pay a high price to buy brand sports goods. This is the psychology of college students' pursuit of sports brands.

3.2.2 Cultural environment

The world outlook is based on certain social and cultural conditions. Among them, cultural environment can affect a person's life and consumption habits and patterns. Different sports consumption reflects different levels of physical education.

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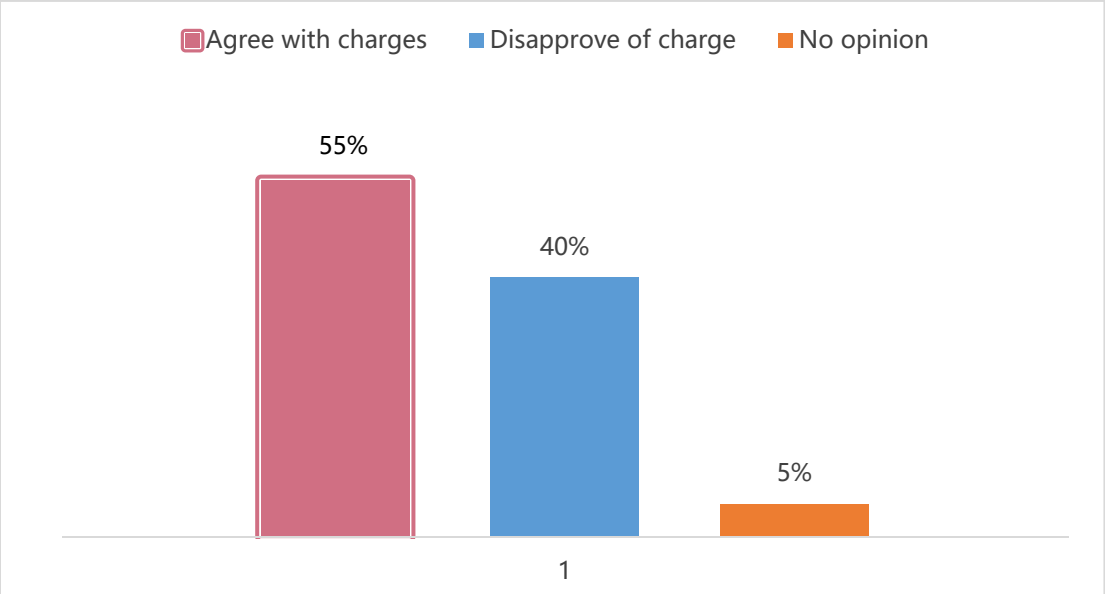

Figure 2. The attitude of college students towards charging for exercise

With the reform and opening up, under the collision of Chinese and Western cultures, people's consumption concept has also changed to a certain extent: from the traditional emphasis on material consumption to focus on spiritual consumption. In a survey, we found that 80% of college students have the idea of "spending money to buy health". This shows that college students' cognition of health awareness has reached a new height. On the question of charging for physical exercise, 55% approve of charging, 40% disapprove of charging, and the remaining 5% college students have no correct understanding of charging for physical exercise.

3.2.3 Consumption motivation

The pursuit of health is the premise for people to participate in sports. Without this awareness, there is no motivation to participate in sports. The cognition of the correlation between sports and health depends on whether people's sports awareness is comprehensive. In this process, the sports consciousness is the sports health through the sports consumption to transform and get. In the survey, we found that: college students have a comprehensive understanding of sports can promote people's physical, aesthetic and social functions, and have formed a more complete value system at the same time. In this respect, male and female students show different needs. Girls pay more attention to "physical fitness, study needs", while boys pay more attention to consumer goods brands. In any case, it shows that the sports consumption and demand of universities are more and more closely related to the daily life of college students. In turn, this demand of college students slowly extends to the concept of "lifelong sports". In this regard, 73.5 percent of college students think it is necessary to exercise regularly, and 22.5 percent also agree with this idea, but admit that they can't do it well. 2.6 percent of college students do physical exercise with a purpose, while the remaining 1.4 percent disagree.

Specifically, male sports consumption motivation, social interaction occupies the first place, this proportion reached 35.6%, and the proportion of female students in this aspect is much lower. The reason is that men and women have different physical and mental characteristics; Girls in the pursuit of aesthetic this aspect occupied to the high point, this aspect boys are no way can be comparable.

3.2.4 Consumption concept

In the process of sports consumption, nearly 40% of college students can carry out sports consumption rationally and in a planned way according to their actual needs. The rest of the

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college students do not have reasonable sports consumption, which is because their consumption concept is not mature, not reasonable planning. In the survey, 15.18% of college students are influenced by discount information and advertisements, 20.24% of them are easily influenced by their mood, 15.18% of them are easily influenced by their companions and the atmosphere they buy at that time, and 8.04% of them buy casually. In this group of data, the sports consumption of college students is very random, there is no mature and stable consumption concept. And this kind of consumption in the instability, no plan is the college students in the sports consumption at a loss. That is to say, college students want to make good use of their money on the one hand, and on the other hand, they want to spend their money freely. This ambivalence, in turn, will affect the freedom of college students to control their own money. In this respect, 35% of male college students carry on sports consumption reasonably and rationally, compared with the proportion of female students, only 22%. That is to say, boys in the concept of sports consumption, boys appear more mature and stable than girls.

4. CONCLUSION

1. The main restricting factor of sports consumption is economic capacity.

2. Improving the cultural cognition of sports consumption is a powerful tool to promote sports consumption.

3. The lag of sports infrastructure affects college students' sports consumption.

4. Guide college students to establish healthy concept of sports consumption.

5. Strengthen sports consumption market suitable for college students.

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