

Analysis of the Current Situation of Sports Consumption of Students Majoring in Physical Education in Yichun University

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Abstract

This study takes the physical education majors of Yichun College of Physical Education as the research object, and makes use of the mathematical statistics, method of questionnaire, method of interview versus literature method to conduct sports consumption from the basic situation of sports consumption and sports consumption level of the students. Research and analysis, to understand the current situation of sports consumption of the students. The research results show that the sports consumption expenditure of the professional students has a higher proportion in the overall consumption, and the sports consumption behavior is more frequent, but there are big differences in the purpose and consumption classification of sports consumption. This survey can provide targeted opinions for the physical education students of Yichun College and the sports consumption of colleges and universities nationwide, and also than I hope to provide a feasible reference for the development of China's sports industry.

Key words: *Yichun College; Physical Education; Sports Consumption Behavior*

INTRODUCTION

Sports consumption refers to: people's consumption of sports activities and related sports, mainly including physical expenditures such as the purchase of sports equipment and equipment, sports clothing, and sports publications; watching various sports performances Consumption in viewing, competitions, etc .; participation in participation in fitness training, participation in various sports activities, and sports health care. As people's living standards continue to improve, their pursuit of material is also increasing. More and more people are pursuing physical, psychological, and mental state maintenance. Therefore, people pay more attention to sports consumption. Higher and higher. The state strongly supports the sports industry of colleges and universities, and the sports industry of colleges and universities has gradually developed. Compared with ordinary people, college students are a very important part of sports consumption and the main body of consumption. Because of their age characteristics, they have very advanced and modern consumption motivation and consumption patterns. Investigation on the status and characteristics of college students 'sports consumption is conducive to understanding the college students' sports consumption concept, model and the impact of sports consumption on college students.

The purpose of this study is to take the students majoring in physical education in Yichun College as the main research object. The purpose of this study is to analyze the current situation of sports consumption and the existing problems of the students in this major by investigating the basic situation of sports consumption of students in physical education. Students' sports consumption provides reference opinions.

1 BASIC SITUATION ANALYSIS

After careful analysis and statistics of the recovered questionnaires, it is concluded that the living expenses of the research object are 500-1000 yuan per month, accounting for 31.58% and 1000-1500 yuan, accounting for 42.11% and above 1500 yuan. The proportion is 26.32%. According to the survey, the monthly sports consumption expenditure of students in this major is mainly divided into four levels. Sports consumption expenditure of 200-300

yuan per month, accounting for 37.89%; sports consumption expenditure of less than 200 yuan per month, accounting for 24.21%; sports consumption expenditure of 300-400 yuan per month, accounting for 23.16%; monthly sports consumption expenditure is more than 400 yuan, accounting for 14.74%. It can be seen that the sports consumption expenditure of students in this major is 200-300 yuan per month. The main reason for analysis is that the students of this major have a part of sports consumption due to the needs of their studies. Impact. However, the monthly living expenses of students in this major are mainly concentrated between 1,000-1500 yuan. Excluding other aspects of consumption expenditure, sports consumption only accounts for a certain percentage. With the changes in personal economic conditions, consumer spending on sports has also changed, which also shows that the personal financial situation has a great impact on the sports consumption expenditure of students in this specialty.

2 SPORTS CONSUMPTION TYPES AND CONTENTS OF PHYSICAL EDUCATION STUDENTS IN YICHUN UNIVERSITY

This study has defined the classification of sports consumption to a certain extent through reference and reference to previous research results. The first category is the consumption of physical objects in physical form, such as sportswear, used sports equipment, and sports-related food and beverages. The second category is summarized in terms of spiritual and cultural needs. Consumption expenditure, such as watching various sports events, exhibitions, sports performances, or purchasing sports books, newspapers and other ornamental sports consumption; third type, various exercise behaviors and sports skills involved in meeting individual requirements Participating sports consumption such as training, sports venue leasing, participation in various competitions, etc.

According to the statistical data, according to the statistics of the survey of the students majored in physical education in Yichun College, it is found that the major purpose of sports consumption of this major student is physical consumption, accounting for 57.89%. Most students invest a lot in sports consumption and sports viewing consumption. At the same time, the sports consumption expenditure on sports viewing consumption reached 29.47%. It can be seen that 29.47% of students in this major regard watching sports competitions, performances, purchasing sports books, newspapers and periodicals, and purchasing various sports video platform VIPs as other sports spending and consumption. A main purpose. Secondly, the sports expenditure of sports majors of this major student accounts for 12.63%.

3 FACTORS AFFECTING SPORTS CONSUMPTION OF STUDENTS MAJORING IN PHYSICAL EDUCATION IN YICHUN UNIVERSITY

There are four main factors affecting the sports consumption of students in this major: economic, time, commodity price, and personal factors. Among the students whose funds are mainly dependent on family living expenses, fixed living expenses have a greater impact on sports consumption. If monthly living expenses are excluding some necessary living expenses, they will rarely meet regular sports consumption. If living expenses are more, However, high consumption in other areas has also become an influencing factor. It is learned from the survey that the student's own financial status is the key factor. Among the personal factors, the influence of personal interests, fitness and social factors is also higher, followed by commodity price factors and time factors. The economic differences between students, personal time schedule, the price of sports consumer goods, and the student's own personal factors all have a great impact on student sports consumption behavior.

The economic condition is the main influencing factor, accounting for 54.74% of the effective questionnaires. Due to the limited ability of students to independently create economic value, the majority of students' financial resources are living expenses provided by individual families. The economic source is relatively single. After excluding the necessary expenses of each month, sports consumption is in the total consumption ratio. The proportion of the ratio is restricted by the student's economic conditions, which makes students have to consider their economic factors when consuming sports. At the same time, in this questionnaire survey, the proportion of choosing the price of goods as the main influencing factor is 9.48%, and the proportion of choosing himself as the main influencing factor is 24.21%. From these two points, we can also see that the important impact of sports consumption The factor is the personal or family financial situation. Therefore, financial and economic issues affect sports consumption behavior.

For the development of the sports industry, the rationalization of the development of the sports industry should be further improved, and the sports consumption behavior of student groups should be stimulated with "good quality and low price".

CONCLUSIONS

- (1) Due to the speciality of the specialty and the special consumption concept, the students of Yichun University major in sports education have a large consumption expenditure on sports, and account for a large proportion of the total personal consumption. There will be more or less sports consumption behavior. In this survey, 24.21% of the monthly consumption is less than 200 yuan, and the proportion of more than 400 yuan is 14.74. Most of them are concentrated in 200-300 yuan, accounting for 37.89%. Compared with students from other majors, the sports consumption expenditure of this major accounted for a higher proportion of total consumption, and sports consumption behavior was more frequent.
- (2) For the purpose of its sports consumption behavior, 57.89% of students are more inclined to the physical consumption of sports clothing shoes and hats and sports equipment, and the proportion of sports participation consumption and sports viewing consumption is relatively low. And 29.47% of students in this major regard sports viewing consumption as another main purpose of sports consumption and expenditure.
- (3) In the course of this research investigation, it was found that the sports consumption behaviors of students in this major are affected and restricted by various factors, such as economic factors, time factors, commodity price factors, and personal factors. However, according to the survey, 49.47% of the students in this major are restricted by the economic conditions of individuals or families when they are engaged in sports consumption behaviors. Therefore, financial and economic issues restrict students' sports consumption, and they must not Do not consider its economic factors.

RECOMMENDATIONS

- (1) Attention should be paid to cultivating students' sports interests, healthy sports consumption habits, sports consumption concepts, and training students to establish a correct awareness of sports consumption behaviors, so that students can correctly and reasonably use funds that account for a certain proportion of sports consumption.
- (2) For some students who are more blind in sports consumption, the purpose of sports consumption should be properly guided to promote healthy and reasonable sports consumption.
- (3) Guide students to establish a structured sports consumption model, establish reasonable consumption concepts and sports consumption concepts, and guide students to make correct consumption choices. For the choice and pursuit of some brands, they should do their best.

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