

RESEARCH ON THE INFLUENCE OF CHINESE URBAN RESIDENTS' CONSUMPTION MOTIVATION ON SPORTS CONSUMPTION BEHAVIOR*

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Abstract

With the vigorous development of China's economy and sports industry, Chinese urban residents' participation-based sports consumption behavior has undergone tremendous changes. This thesis focuses on the transformation of urban residents' sports lifestyle, takes the sports consumption motivation of urban residents as the breakthrough point to study its influence on sports consumption behavior, and analyzes the transformation process of urban residents' sports lifestyle. Through empirical analysis, it is concluded that consumer motivation has a positive impact on sports consumption behavior, and reasonable suggestions are put forward.

Keywords: consumption motivation, consumption behavior, urban residents

Introduction

With the vigorous development of China's economy and sports industry, Chinese urban residents' participation-based sports consumption behavior has undergone tremendous changes. In recent years, the sports industry has maintained a high growth rate, and the sports consumption market has become a new blue ocean driving domestic demand and economic growth. Under the new social background, new characteristics and phenomena have appeared in sports consumption behavior, and new research perspectives have also appeared. With the transformation of the economic system and the improvement of people's living standards, great changes have taken place in consumers' consumption behavior and values, and they are undergoing a process of qualitative change. At present, the Chinese people's sports concept and sports lifestyle have undergone significant changes. From the "nationwide system" to "national fitness", both urban residents and rural farmers pay more and more attention to physical exercise and physical health, and the modern sports concept is increasingly Entering the daily life of ordinary people affects the transformation of people's sports lifestyle. Lifelong sports, national sports and leisure sports have gradually become the basic consensus of the whole society. In recent years, participatory sports consumption has become an important part of sports consumption and the focus of sports consumers. Sports consumers start to migrate from traditional sports to emerging sports, and begin to participate in some highly professional sports such as mountaineering, rock climbing, field exploration, rafting, skiing, hiking, diving, downhill, marathon, mountaineering bicycles etc. One of the important reasons for this is that the competitive nature of sports is no longer the dominant feature of sports. The main goals of consumers choosing these programs are to improve health, improve body shape, social interaction and enhance happiness. In other words, participatory sports consumption has become a "therapeutic leisure". It can help consumers prevent or reduce negative life emotions, cope with life stress, and have healing powers for both body and mind.

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Research Objectives

The study is to research on the influence of Chinese urban residents' consumption motivation on sports consumption behavior.

Related Literature Review

The relationship between motivation and consumer behavior

This study aims to understand the structural characteristics of consumer behavior and motivation for participatory sports consumption. Consumption motivation is a special form of consumption. In general, consumption motivation is affected by an individual's income control and consumption ability. Those who decide to be able to pay will participate in consumption, while inability to pay is just consumption desire; consumption desire and consumption ability belong to the category of consumption motivation. Desire and ability are the formation of consumption. The necessary conditions for motivation are in economics, the consumption strategy of consumers, the needs of consumption including the influence of consumption, and the desire to continue consumption. Combining one's own income, environment, production, product quality, price, etc.; from the perspective of sociological attributes, the consumption motives are related to the family's consumption environment, consumption psychology, personal preferences, marketing strategies, etc. , as shown in Figure 1, consumption ability is affected by consumption motivation, consumption desire and demand ability, and demand desire is related to people's structure, quantity, structure, consumption habits, marketing environment, consumption environment, and consumption support sex. The demand ability is related to the structure of gender consumption. The items consumed are related to the price of personal income products. Income determines the consumption desire and determines the consumption ability. Therefore, the motivation is composed of desire and ability. The stronger the demand desire, the consumption. The more obvious the motivation, the higher the ability of demand, and the greater the consumption motivation. Consumption motivation provides an important theoretical reference for the making of this research questionnaire.

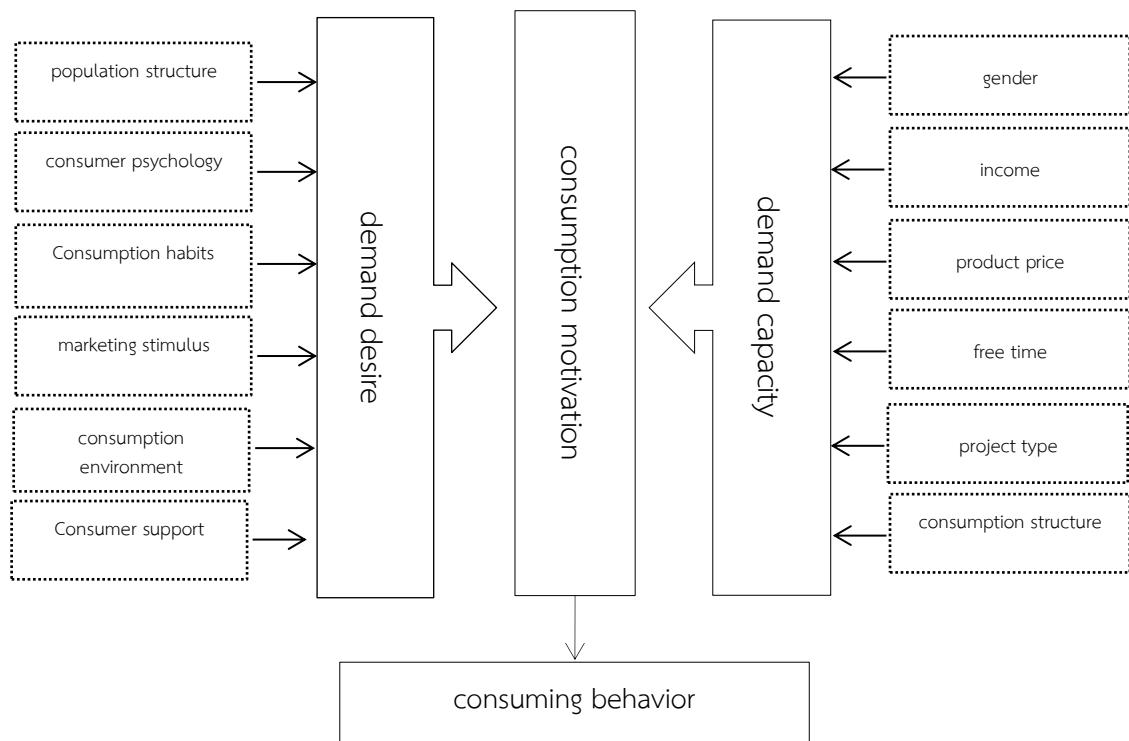


Figure1 The structure of main influencing factors of consumption motivation

Research hypothesis

Motivation From the perspective of psychology and organizational behavior, motivation is what I want to do. Motivation is divided into intrinsic motivation and extrinsic motivation. From the perspective of sports consumption, to analyze consumption motives, we need to analyze which key factors affect the inner nature of consumption, and what are the influencing mechanisms? Sports consumption motivation is the basis for participating in sports consumption. The consumption decisions and behaviors of ordinary people to participate in sports consumption come from their own characteristics and determination to participate.

When studying sports motivation, we must correctly consider the psychological factors of sports participants. Through previous research, we found that in the process of researching sports consumption motivation, the motivation of sports consumption is summarized as: entertainment motivation, self-esteem motivation 5 dimensions of physical motivation, social motivation, and excitement motivation. There is also more discussion on the motivation of participatory sports consumption. The consumption motivation is different for different items, and the consumption frequency has been affected to a certain extent. Motivation is generated in a person's heart for a long time, and the inclination to good things in this case, through continuous growth, finally reaches perfection and fulfills the personal wish. If you persist for a long time, you will even find that your will to act is stronger, and exercisers have more internal motivation to increase the persistence of exercise behavior.

Participatory sports consumption is multi-faceted, including sports, leisure and tourism as an integrated comprehensive sports consumption motive. It is of positive significance to refine the types of sports consumption motives and study the behavior and psychology of

consumers. It also has important social value for promoting the development of the sports industry and the sports economy.

Intrinsic motivation

Intrinsic motivation is an inherent tendency of human beings that arises from intrinsic psychological needs (eg, interest, satisfaction). It is this intrinsic motivation that drives people to pursue novelty and challenges, enjoy nature, explore and learn. What is inside is an independent form of expression that is different from the outside. These inner things do not belong to human rational thinking, do not belong to cultural input related factors, and are subject to the will and performance of the body. It can reflect the will of the needle and the mental state. Measured by the degree of consumption, participation in sports, or non-participation, like or dislike. The inadvertent revealing of true feelings shows the characteristics of human nature. Participation in sports consumption is directly manifested as liking or disliking participation. The motivation of consumers to continue participating in sports consumption is often manifested in the love for a certain sports item or the need for a special exercise, the effect on the body, or pleasure. The value of body and mind, this kind of thing can inadvertently reveal its own behavioral characteristics and human characteristics in life. Consumers have motivation and can continue to dig in the social environment. Therefore, it belongs to the motivation given to us by the social environment. Therefore the following assumptions can be made. According to the characteristics of intrinsic motivation, hypothesis

H1 is proposed:

H1: Consumer intrinsic motivation has a positive impact on consumer behavior

Extrinsic motivation

There is no doubt that intrinsic motivation does not exist alone. The social character formed by people in society promotes the influence of individual intrinsic motivation on the final behavior choice, which is affected by social norms, reward and punishment systems, other people's recognition, value judgments and other external factors. The motives that are shaped by the environment and society are what we usually call extrinsic motives.

When driven by extrinsic motivation, if a certain desired result can be obtained through a certain tool, an individual will perform a certain behavior. According to the characteristics of extrinsic motivation, hypothesis H2 is proposed:

H2: Consumer extrinsic motivation has a positive impact on consumer behavior

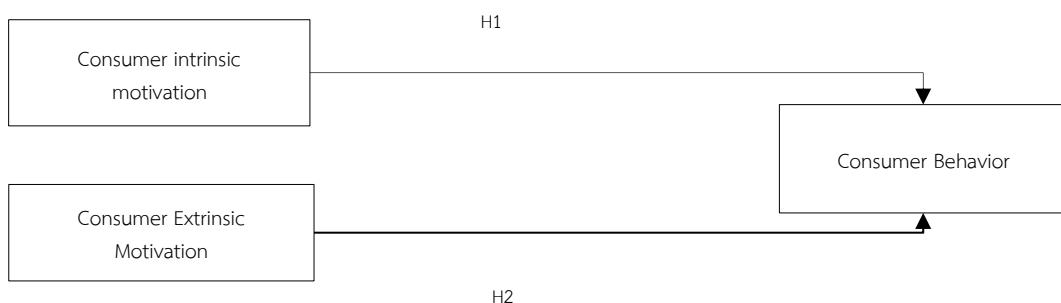


Figure 2 Influence model of sports consumption behavior

Empirical Analysis

Nowadays, people's understanding of sports consumption has undergone tremendous changes, and many middle-income consumers' attention to participating in sports consumption no longer focuses on the value characteristics. The survey found that relevant demographic

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variables: such as ① gender; ② age; ③ educational level; ④ occupation industry; In the consumption risk preference index selected in this study, "1" means willing to participate in sports consumption even if there is a risk, "5" means unwilling to participate in sports consumption if there is consumption risk; in the sports consumption index: "1" means very Willing to spend a lot of money, "5" means unwilling to spend too much money and willing to spend; from the heart index: "1" means participating in sports consumption to meet psychological needs, has consumption value, and is willing to consume, "5" means not willing to consume sports . It mainly analyzes the behavior of consumers through three aspects: risk preference, psychological attitude and consumption concept.

The choice of direct index variables in this study includes the following three: ⑥ Whether to consider commodity prices; ⑦ Personal income deposits; ⑧ The degree of enthusiasm for sports consumption. Calculate the average value of the participants' gender, age, income, participation in consumption and other relevant variables according to the relevant variable index data, and test and eliminate the unreasonable data to obtain the overall data of the result; whether consumption considers commodity prices; personal income deposits ; The degree of enthusiasm for sports consumption; the positive data in the variables such as participation in sports consumption behavior is recorded as "1", and the negative representative data is recorded as "0", and the regression analysis of variables at all levels is carried out.

Table 1: Descriptive Statistics of Various Variables of Sports Consumption

variable number	index	Number of samples (n)	average value	standard deviation	maximum value	minimum
1	gender	603	2.31	1.369	1	5
2	age	603	1.723	0.804	1	5
3	educational level	603	2.652	0.769	1	5
4	Profession	603	4.131	2.160	1	5
5	consumer psychology	603	2.870	1.435	1	5
6	price	603	2.413	0.983	1	5
7	own brand	603	3.256	0.438	1	5
8	keen to consume	603	3.017	1.760	1	5

During the research, in order to ensure the scientificity and validity of the research and ensure that the variables of conspicuous consumption behavior do not have collinearity in the regression analysis, we conducted a more complete analysis of the correlations and correlation coefficients of the variables determined by the research indicators. The results of the investigation and analysis are shown in Table 1-2. According to the data results in the table, we can see that the correlation between the variables is weak, and the regression analysis can be directly tested when it reaches the standard of regression analysis.

Table 2: Correlation coefficient of each variable

	1	2	3	4	5	6	7	8
1	1	.351**	0.091	0.031	.457**	0.320	0.018	.401**
2	.351**	1	.302**	.228**	0.089	-0.021	.455**	.0301**
3	0.091	.302**	1	-0.230	.326**	0.165	.387**	0.017
4	0.031	.228**	-0.230	1	.147**	-0.187	.413**	.352**
5	.457**	0.089	.326**	.147**	1	0.139	.275**	.247**
6	0.320	-0.021	0.165	-0.187	0.139	1	.183**	.439**
7	0.018	.455**	.387**	.413**	.275**	.183**	1	.386**
8	.401**	.0301**	0.017	.352**	.247**	.439**	.386**	1

Through the test, it shows that there is a high significance among the various control variables that need to be consumed. Through the results, we can see that for sports consumers, the balance of the account can reflect our income status, and it is also an important factor in our sports consumption. This study validated Hypotheses 1 and 2.

This paper uses the stepwise regression method to explore the correlation between consumers' consumption motivation, deeply researches the characteristics of continuous consumption behavior at each age stage, and discusses the internal relationship between consumption motivation and consumption behavior. The final result of regression analysis shows that, Residents' participation in sports consumption motivation has a significant positive impact on consumption behavior, so hypothesis H1 and H2 are established.

Conclusion and Discussion

At present, the development of China's sports industry belongs to the emerging sunrise industry. With the development of the economy, the people's pursuit of the quality of life is getting higher and higher, and the residents will pay more attention to the health of the body and the quality of life. . On the one hand, with the enhancement of comprehensive national strength and the increase of people's income, the requirements of the public to participate in sports consumption will become higher and higher, and the cognition of economic prices will become more and more rational; Motivation is clearer and more direct. Secondly, the motivation, cognition and behavior of participatory sports consumption are also of great significance to the development of China's sports industry. Therefore, this study conducts a comprehensive analysis of the impact of sports consumption motivation on consumer behavior, and draws the following conclusions:

Personal income affects consumers' participation behavior, and the effect is significant. From the empirical data, it shows that urban residents' participation in sports consumption show-off consumers has a U-shaped relationship with income. The empirical analysis of the regression model shows that: when residents' income increases, they will reduce sports consumption; when residents' income reaches a certain height, it can stimulate the consumption of sports participation. When income exceeds a certain height, consumption will increase. Relevant studies show that. Income levels continue to rise. When reaching a certain level, sports consumption and personal income have a positive effect.

Due to the late start of China's sports industry, it is currently in a period of rapid development of the sports industry. In particular, there is still a certain environmental awareness of participatory sports consumption. It is necessary to make full use of the network environment to promote the macro and micro understanding of participatory sports consumption. Through sports consumption, urban residents' re-cognition of physical exercise

can be improved, the social identity of sports consumption can be built, the happiness of citizens' life can be improved, the national consumption can be promoted, and the quality of life can be improved; the second is to improve the service quality of sports consumption, which determines sports. The consumption environment should not affect the motivation of residents' continuous sports consumption because of service quality. The last is to combine the characteristics of the Chinese environment, create products with Chinese national brand influence, gradually move from the Chinese market to the world market, and strengthen the sustainable sports consumption market that is similar or consistent with the international market.

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