

Sports Consumption of Yunnan Applied University Students from the Perspective of Sports Sociology

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Abstract: The research perspective based on social sports science, To study the consciousness, motivation, structure and level of sports consumption of students in applied universities in Yunnan Province by using questionnaire survey method, interview method, literature data method and mathematical statistics method, The research results show that although the students of application-oriented universities in Yunnan province have a good sense of sports consumption, But there are concerns about the motivation and structure of sports consumption, And the overall sports consumption level is too low. Through the investigation and analysis, To find out the factors affecting the participation of applied college students in sports consumption in Yunnan Province, And to make reasonable suggestions for these factors, Hope to provide a reference for the application-oriented college students to have a scientific sports consumption, At the same time, it provides a scientific theoretical basis for the development of sports consumption in southwest China.

1. Introduction

With the prosperity and development of sports science, based on the perspective of sociology, the relationship between sports and human social behavior, social concept, and its structure, function, development power and restriction factors, to promote the reasonable development of sports and society, has become one of the hot spots in the field of sports research. Focusing on serving the national development strategy and the economic and social development of Yunnan province, Yunnan province promotes the construction of application-oriented undergraduate universities through innovation, continuously expands the width, depth and breadth of industry-education integration and university-enterprise cooperation, actively promotes the supply-side structural reform of education, and comprehensively improves the ability of higher education to serve the economy and society. Under this policy background, two-thirds of the universities in Yunnan province have realized the transformation of application-oriented universities. Under the environment of university reform in Yunnan Province, what is the sports consumption of college students?

More and more people participate in sports activities and sports consumption, making sports consumption become an important part of people's daily life consumption^[1]. As the builders of the future society, the applied college students 'sports consumption concepts and behaviors represent

the main characteristics of sports consumption in China's future sports consumption to some extent. The study of the sports consumption characteristics of applied universities in Yunnan Province is helpful to promote the development of university sports consumption market. Yunnan province as an important part of the southwest region, in the southwest of economic development strategy and southeast Asian economic plate docking zone, through the investigation of applied college students sports consumption in Yunnan province, understand the young students sports consumption consciousness, motivation, structure, level, guide students to set up scientific consumption concept, cultivate applied college students rational sports consumption habits.

2. Study Subjects and Methods

2.1 Study subjects

The sports consumption characteristics of college students in applied universities in Yunnan province are taken as the research object. Five application-oriented universities were randomly selected from Yunnan University, Yunnan Normal University, Kunming University, Yunnan Industry and Business School, and Yunnan University of Economics and Management.

2.2 Research Methods

2.2.1 Literature and data method

In view of the research direction, the CNKI, Vp and other academic databases, which provides a basis for the research content and implementation of this paper.

2.2.2 Questionnaire survey method

Based on the actual demand of this paper, the questionnaire of sports consumption characteristics in Yunnan Province is designed. In this study, 500 questionnaires were randomly distributed and 486 questionnaires were recovered, with a recovery rate of 97.2%.

2.2.3 Interview method

Through field visits and telephone calls, I contacted the experts and scholars in the field of sports in Yunnan Province, adopted their reasonable opinions on the research on sports consumption, and asked them to solicit their opinions in the framework and research design of the paper.

2.2.4 Mathematical Statistics method

The data in the questionnaire were statistically analyzed by using the SPSS25.0 software

3. Results and analysis

3.1 The status quo of sports consumption of type type college students

3.1.1 Investigation and analysis of the sports consumption awareness of applied College Students in Yunnan Province

The consciousness of applied college students to participate in sports activities is the premise of sports consumption behavior. For this study, the understanding of sports consumption among college students in application-oriented universities in Yunnan Province is an indispensable

prerequisite for follow-up research.

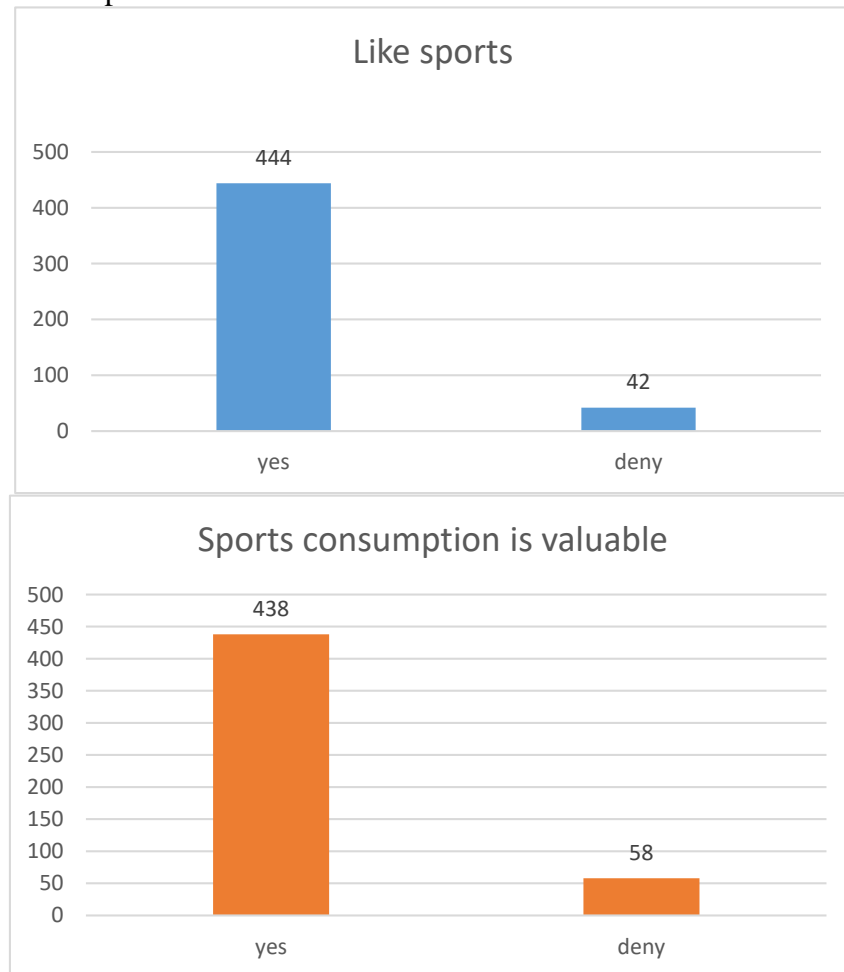


Figure 1: Understanding of Sports Consumption in Anhui Province (n=486 Students)

According to Figure 1, most of the application-oriented college students have a good sense of sports consumption. Generally speaking, applied-oriented college students in Yunnan province have a positive attitude towards sports consumption. Some application-oriented college students even think that sports consumption is the premise of physical exercise and the basis of realizing physical fitness. The good understanding of sports consumption will promote the development of university sports consumption market.

3.1.1.1 Understanding of sports consumption by application-oriented college students of different genders

Table 1: Understanding of sports consumption among students of different gender-specific applied universities in Yunnan Province (n boys =280, n girls =276)

sex	Like sports		Sports consumption is valuable	
man student / (%)	Yes, 264 / (94.6)	No.16 / (5.7)	Yes, 261 / (93.2)	No 19 / (6.8)
woman student / (%)	Yes, 244 / (88.4)	No.32 / (11.6)	Yes, 241 / (87.3)	No.35 / (12.7)

According to Table 1, boys and girls differ in their liking of sports, and the proportion of boys like sports is higher than girls. In the choice of whether sports consumption is valuable, the proportion of boys think that sports consumption is higher than that of girls. It shows that the

students of male students are higher than that of female students.

3.1.1.2 Understanding of sports consumption among application-oriented university students from different student sources

Table 2: Understanding of sports consumption among applied university students in different places in Yunnan Province (n Town =295, n Village =261)

origin of student	Like sports		Sports consumption is valuable	
	yes	deny	yes	deny
town /(%)	272/ (92.2)	23/ (7.8)	281/ (95.3)	14/ (4.7)
rural area /(%)	236/ (90.4)	25/ (9.6)	221/ (84.7)	40/ (15.3)

According to Table 2, the application-oriented university students in Yunnan province and those in rural areas have differences in the choice of sports preference. The proportion of application-oriented college students in urban areas who like sports is slightly higher than that of applied college students in rural areas. In the choice of whether sports consumption is valuable, there is a significant difference between applied college students in urban areas and applied university students in rural areas. The proportion of application-oriented college students in urban areas that sports consumption is higher than that of application-oriented college students in rural areas. It shows that the application-oriented college students in urban areas have a stronger sense of sports consumption than the applied college students in rural areas. This is mainly due to the differences in economy and sports environment between urban and rural areas.

3.1.2 Investigation and analysis of the motivation of applied university students to participate in sports consumption in Yunnan Province

According to the gender, age and diversity of sports consumption motivation, the sports consumption motivation in Yunnan province is divided into 9 categories: 1) physical demand; 2) recreation; 3) recreation; 3) fitness; 4) social communication; 5) aesthetic pursuit; 6) star effect; 7) conformity comparison; 8) sports achievement; 9) knowledge learning. The selection of respondents is as follows (see Table 4).

Table 3: Motivation of PE Consumption (n=486)

	Physical needs	leisure and recreation	Aesthetic pursuit	build one's body	social communication	celebrity effect	Keep up with the Joneses	Sports achievement	Knowledge learning
number of people	401	360	335	293	163	123	130	112	84
percentage	72.1	64.8	60.3	52.7	29.3	22.1	23.4	20.1	15.1

According to Table 3, among the nine sports consumption motivation options, physical need motivation ranked first, accounting for 72.1% of the total number. This is mainly due to the requirement of wearing sports clothes in PE class, as well as the physical and psychological characteristics of applied college students. Leisure and entertainment motivation ranked second, accounting for 64.8% of the total number. Students in application-oriented college students are active, cheerful and lively, while their daily study and life is dull and dull. Most application-oriented college students want spiritual relaxation. Secondly, the ranking of sports consumption motivation is: aesthetic pursuit, physical fitness, social communication, star effect, crowd comparison, sports achievements and knowledge learning. To sum up, the motivation of sports consumption of students in application-oriented universities in Yunnan Province is mainly physical consumption, and there is a worrying phenomenon. At this time, the sports consumption psychology of application-oriented university students needs to be correctly guided and dredged.

3.1.3 Investigation and analysis of the sports consumption structure of applied university students in Yunnan Province

Table 4: Structure of PE Consumption of Applied College Students in Yunnan Province (n = 486 Students)

Consumption type	content of consumption	number of people	percentage
Physical consumption of sports	Small sports equipment	175	36.2
	sports suit	207	42.6
	sports drink	170	35.1
	Sports newspapers and magazines	36	7.6
	Sports image products	71	14.6
Participating sports consumption	Hire a stadium	53	10.9
	Physical education training and health counseling	130	26.9
Ornamental sports consumption	Sports tickets	33	6.8
Game-type sports consumption	sports lotteries	24	4.9

Structure refers to the proportion and composition of sports service products and sports products consumption in the process of sports consumption in a certain period. This paper divides the types of sports consumption of application-oriented university students into four types: (1) physical sports consumption: refers to people's consumption of sports equipment, sports clothing, sports drinks, sports newspapers, magazines, video products and other sports material consumption behavior.(2) Ornamental sports consumption: refers to the sports consumption behavior that people buy admission tickets and tickets for various sports competitions and meet at the spiritual level by watching the games on the spot.(3) Participating sports consumption: refers to the consumption behavior of people buying various labor services or physical service consumption materials related to sports activities. Such as participating in a variety of sports activities, fitness training, health consultation and renting sports venues, venues, etc.(4) Game-type sports consumption: refers to the consumption behavior of buying sports lottery tickets^[2].

According to Table 4, the top three sports consumption is sports clothing consumption, accounting for 42.6% of the total number, small sports equipment ranked second for 36.2%, and sports drinks consumption, accounting for 35.1% of the total number. Participating sports consumption, ranked the second in the consumption type, and is dominated by sports training and health consultation, accounting for 26.9% of the total number. The research results show that the main types of sports consumption that applied college students participate in are physical sports consumption, followed by participatory sports consumption, ornamental sports consumption and game sports consumption.

3.1.3.1 Structure of sports consumption participation of applied college students of different genders

According to Table 5, there are differences in sports consumption, mainly because the proportion of girls go to watch sports games is less than boys; boys buy sports audio and video products is higher than girls, girls participate in various sports training and health consultation is 31.2%, boys only 23.2%, girls attend sports training and health consultation is higher than boys, mainly because

girls prefer indoor sports, such as sports dance, yoga, aerobics, so girls spend more in this field.

Table 5: Structure of sports consumption participation of different gender applied university students in Yunnan Province (n boys = 245, n girls = 241)

Consumption type	content of consumption	man student	percentage%	woman student	percentage%
Physical consumption of sports	Small sports equipment	97	39.9	61	25.4
	sports suit	119	48.6	118	44.5
	sports drink	111	39.7	81	33.7
	Sports newspapers and magazines	27	7.8	15	7.7
	Sports image products	48	17.3	30	12.7
Participating sports consumption	Hire a stadium	40	16.4	23	7.9
	Physical education training and health counseling	95	23.2	55	31.2
Ornamental sports consumption	Sports tickets	18	7.5	17	7.2
Game-type sports consumption	sports lotteries	13	5.4	8	3.4

3.1.3.2 Structure of sports consumption participation in application-oriented university students in different student sources

Table 6: Structure of students participating in sports consumption of applied universities from different students in Yunnan Province (n town = 257 people, n rural area = 229)

Consumption type	content of consumption	town	percentage%	rural area	percentage%
Physical consumption of sports	Small sports equipment	68	23.1	45	17.2
	sports suit	119	40.3	118	45.2
	sports drink	111	37.6	84	32.2
	Sports newspapers and magazines	27	9.2	15	5.7
	Sports image products	48	16.3	33	12.6
Participating sports consumption	Hire a stadium	38	12.9	23	8.8
	Physical education training and health counseling	95	32.2	55	21.1
Ornamental sports consumption	Sports tickets	26	8.9	12	4.6
Game-type sports consumption	sports lotteries	16	5.4	11	4.2

According to Table 6, the consumption percentage of application-oriented college students in rural areas is 45.2%, which is higher than the percentage of 40.3% of application-oriented college students in urban areas, and the percentage of other consumption content is lower than that of applied college students in urban areas. The reason is the economic differences between urban and rural, rural students applied college students family income relative to the urban students of applied

college students family is less, make rural students applied college students in sports consumption structure is single, give priority to with physical sports consumption content choice, to participation, ornamental and game type sports consumption content choice is relatively less. However, the application-oriented college students in urban students are influenced by the local sports culture, and their overall consumption awareness and consumption level are higher than that of application-oriented university students in rural students. The choice of participatory, ornamental and game sports consumption content is also higher than that of application-oriented college students in rural students.

3.1.4 Investigation and analysis of the sports consumption level of applied university students in Yunnan Province

Table 7: Survey of Distribution of Average Annual Sports Consumption Amount of Applied College Students (n = 486 Students)

	Above RMB 1,000 yuan	801-1000 yuan	RMB 601-800	RMB 401-600 Yuan	RMB 201-400 Yuan	two hundred yuan
number of people	52	88	181	130	71	34
percentage	9.4	15.8	32.6	23.4	12.8	6.1

According to the research results of other scholars, and the economic situation and consumption in Yunnan province, now the average annual sports consumption amount is divided into 6 grades: more than 1000 yuan is very high, 801-1000 yuan is high, 601-800 yuan is general, 401-600 yuan is low, 201-400 yuan is low, below 200 yuan is particularly low.

According to Table 7, the overall level of sports consumption of applied university students in Yunnan Province is low, which also shows that the sports consumption market of applied-oriented university students in Yunnan Province has broad development prospects in the future. Therefore, the relevant departments of the university should seize this opportunity to vigorously publicize and carry out special lectures on sports consumption, help the application-oriented university students to form a healthy and scientific concept of sports consumption, improve the sports consumption level of the application-oriented university students, and promote the development of the university sports industry in China.

Table 8: Distribution of the average annual sports consumption level of applied college students of different gender (n boys = 245, n girls = 241)

sex	Above RMB 1,000 yuan		801-1000 yuan		RMB 601-800		RMB 401-600 Yuan		RMB 201-400 Yuan		two hundred yuan		X2 value	P price
	number of people	%	number of people	%	number of people	%	number of people	%	number of people	%	number of people	%		
man student	34	12.1	52	18.6	97	34.6	56	20	28	10	13	4.6	16.282	0.006
woman student	18	6.5	36	13	84	30.4	74	26.8	43	15.6	21	7.6		

3.1.4.1 Differences in sports consumption level of students in applied universities

According to Table 8, there are significant differences in the sports consumption level in the students of applied universities in Yunnan Province in terms of gender. As can be seen from Table 8, the overall level of sports consumption of male applied university students in Yunnan province is higher than that of girls. The sports consumption level of students in applied-oriented universities in Yunnan province is mainly concentrated between 601 and 800 yuan, among which 34.6% are male

students and only 30.4% are female students. Among the very high levels of sports consumption, 34 boys, only 18 girls, are almost twice the proportion of the girls. The T-test yielded $p = 0.006 < 0.05$, showing a statistically significant difference in the level of sports consumption between boys and girls. The reason for this situation may be the difference in time between male and female applied college students participating in sports activities in Yunnan Province.

3.1.4.2 Differences in sports consumption level of students from applied universities in different students

Table 9: Survey table of the average annual sports consumption level of applied university students (n town = 257, n rural area = 229)

origin of student	Above RMB 1,000 yuan		801-1000 yuan		RMB 601-800		RMB 401-600 Yuan		RMB 201-400 Yuan		two hundred yuan		X ² price	P price
	number of people	%	number of people	%	number of people	%	number of people	%	number of people	%	number of people	%		
town	34	12.1	52	17.6	95	3.2	58	19.7	33	11.2	21	7.1	12.76	0.026
rural area	16	6.1	36	13.8	86	32.9	72	27.6	38	14.6	13	5		

According to Table 9, there are 88 urban application-oriented college students whose annual sports consumption level is above 801 yuan, accounting for 29.8% of urban applied college students, and 52 rural application-oriented college students who spend over 801 yuan, accounting for 19.9% of rural applied college students. After T test $p = 0.026 < 0.05$, it shows that the application-oriented university students in urban areas and rural students showed statistically significant differences in the sports consumption level, and the sports consumption level of application-oriented university students in urban areas was higher than that of application-oriented university students in rural areas. The reason is mainly due to the economic differences between urban and rural areas in China. The daily living expenses of application-oriented college students are mainly provided by their parents. Due to the economic differences between urban and rural areas, the daily consumption level and sports consumption level of application-oriented college students are determined. Secondly, the different urban and rural environments and different sports culture atmosphere determine that the urban students can participate in sports activities than the rural students than the rural students.

3.2 Factors influencing the participation of sports consumption of application-oriented university students in Yunnan Province

3.2.1 Subjective factors influencing the participation in sports consumption of students from applied universities in Yunnan Province

Because of the diversity of the sports consumption structure and sports consumption motivation, there are many factors affecting the sports consumption of application-oriented university students. From the subjective and objective perspective, the factors of applied college students participate in sports consumption in various analysis, the results show that the subjective factors of applied college students participate in sports consumption mainly has the economic basis, personal sports interests, sports values, master sports knowledge degree, personal leisure time, etc.

According to Table 10, among the subjective factors affecting the participation of applied college students in sports consumption, the economic base accounted for the highest proportion of 76.3%, followed by sports values, accounting for 69.1% of the total number. These two percentages are both more than 50%, indicating that the basic economic factors and sports value factors are the main subjective factors affecting the application-oriented college students' participation in sports consumption. These two factors are analyzed below.

Table 10: Subjective factors influencing their participation in sports consumption (n = 486 students)

project services	economic base	Personal sports interests	Sports values	Master the degree of sports knowledge	Personal leisure time	other
number of people	424	269	384	168	214	47
percentage	76.3	48.4	69.1	30.2	38.5	8.5

3.2.1.1 Economic basis

The main source of income of applied college students is family supply, and the consumption power of applied college students changes with the change of family supply. China's overall economic level is not high, compared with some developed countries, there is still a large gap. Although Engel's coefficient has decreased, the proportion of sports consumption in total household consumption is very small. In addition, sports consumption belongs to the enjoyment and development of consumption. For applied college students from poor or ordinary families, they basically will not actively participate in sports consumption. Therefore, the economic foundation has become one of the main factors restricting the application-oriented university students' participation in sports consumption. According to the survey, among the application-oriented college students who spend more than 1,000 yuan on sports every year, the students from urban areas are significantly higher than those from rural areas, mainly due to family income.

3.2.1.2 Sports values

If you don't like sports and don't know anything about sports skills, then you won't participate in this sports activity, and then the value of physical exercise no longer exists. Therefore, the correct understanding and understanding of sports values will directly affect the sports consumption consciousness and the choice of application-oriented college students^[3].

Due to the influence of traditional concepts, the sports consumption of application-oriented university students in Yunnan Province is mainly physical sports consumption, and the service-oriented sports consumption is not yet common. Sports consumption belongs to the consumption of enjoyment and development. Only when the social development level and the per capita income level reach a certain height, can people only choose to enjoy sexual services and participate in sports consumption. In the survey of application-oriented college students in Yunnan Province, it is found that application-oriented college students love ball sports very much. Boys mainly participate in basketball, football and volleyball and other big ball sports, while girls mainly participate in badminton, table tennis and other small ball sports, which is related to the sports skills level and sports characteristics of application-oriented college students. Schools should open more kinds of physical education courses, so that application-oriented college students can learn more sports skills. Conduct more sports competitions to guide application-oriented college students to correctly participate in sports activities correctly.

3.2.2 Analysis of the objective factors influencing the application-oriented university students' participation in sports consumption

After the investigation of the factors affecting the applied college students' participation in sports consumption, the results show that the objective factors affecting the applied college students' participation in sports consumption are: the quality and price of sports consumer goods, sports consumption environment, business marketing means, campus sports atmosphere, campus sports

facilities, etc.

Table 11: Objective factors actors Students participation in sports consumption (n =486)

Project type	Quality and price of Sports sports consumer goods	Sports consumption environment	Merchant marketing means	Campus sports atmosphere	Campus sports facilities status	other
number of people	419	312	212	286	345	67
percentage	75.4	56.1	38.1	51.4	62.1	12.1

After the investigation of the factors affecting the applied college students 'participation in sports consumption, the results show that the objective factors affecting the applied college students' participation in sports consumption are: the quality and price of sports consumer goods, sports consumption environment, business marketing means, campus sports atmosphere, campus sports facilities, etc.

Judging from Table 11, among the objective factors affecting the participation of applied college students in sports consumption, the quality and price factors of sports consumption accounted for 75.4%, followed by campus sports facilities, accounting for 62.1%. The proportion of sports consumption environment and campus sports atmosphere was 56.1% and 51.4%, respectively. It can be seen that the quality and price of sports consumer goods, campus sports facilities, sports consumption environment and campus sports atmosphere are the main objective factors affecting the applied university students to participate in sports consumption.

3.2.2.1 Quality and price of sports products

The price determination of sports products mainly depends on the students' economic ability and the quality of sports products themselves. Due to the limited consumption ability of application-oriented college students, they tend to pay attention to practical and reasonable consumption, that is, the pursuit of cost-effective sports products. Applied college students do not have the ability to be financially independent, mainly from their families, and cannot afford high-priced sports products. Even if many application-oriented college students want to buy sports goods, but because the price of goods is too high and prohibitive, which often restricts the improvement of application-oriented college students' sports consumption level^[4]. The quality factors of sports products affect the selection and purchase of sports products to some extent. As a special consumer group, applied college students are easy to accept new things on the one hand, and on the other hand, they are vulnerable to objective factors. Therefore, the high prices of sports goods are not conducive to the promotion and popularization of consumer goods. Businesses must consider the economic situation of the application-oriented university students, reduce the price of sports products, make more of the application-oriented college students participate in the sports consumption, and lay a foundation for the expansion of the university sports market.

3.2.2.2 Environmental factors

To some extent, the situation of sports facilities and sports venues shows that the perfection of the sports development level of a school will directly affect the number of application-oriented college students who participate in sports activities^[5]. Among them, the conditions of sports facilities are the key factors affecting the applied university students' participation in sports consumption. The sports facilities and environment in the stadiums are the main factors considered by the application-oriented college students before their sports or sports consumption. In recent years, with the expansion of colleges and universities, the number of students is increasing, and the supply of campus stadium equipment is in short supply, which seriously affects the normal physical

education teaching activities and application-oriented college students' extracurricular sports activities. Many applied college students believe that the lack of sports venues and facilities restricts their enthusiasm to participate in sports activities and sports consumption. Campus sports culture is a kind of guiding culture that affects the applied university students to participate in sports activities and sports consumption. If a school has a campus sports culture and sports atmosphere good, it will promote the development of sports consumption to some extent. The main function of campus sports culture is to create a sports culture atmosphere, so that the applied college students can unconsciously accept physical culture education and edification, gradually cultivate the awareness and habit of physical exercise, and master the scientific physical exercise methods. Therefore, all departments of the school should adopt various forms of sports culture publicity, extensively carry out various sports competitions and sports knowledge lectures, create a healthy campus sports culture atmosphere, and fundamentally improve the sports consumption quality of application-oriented university students^[6-11].

4. Conclusions and suggestions

4.1 Conclusion

According to the survey results of the sports consumption consciousness of the application-oriented university students, the students of the applied university students in Yunnan Province have a good awareness of sports consumption. They believe that the sports consumption is the premise of participating in sports activities, and the concept of "buying health" has been accepted by the application-oriented university students. The future development of the sports consumption market of colleges and universities has a broad prospect. The structure of application-oriented university students' participation in sports consumption is mainly based on the physical type, which is related to the sports values, economic foundation and the level of sports skills of application-oriented university students. The scope of students' participation in sports consumption is mainly between 601 and 800 yuan. The overall sports consumption level of boys is higher than that of girls. The students of applied universities in different student areas have the most obvious differences in sports consumption level, and the sports consumption level of applied university students in urban areas is higher than that of applied university students in rural areas.

4.2 Suggestions

Sports goods manufacturers should start from the perspective of applied college students, considering the applied college students' economic basis, consumption concept, hobbies, reduce the price of sporting goods, production of college applied college students of inexpensive sports consumer goods, meet the applied college students' sports consumption motivation. The school should strengthen the publicity of the sports consumption consciousness of the application-oriented university students, and cultivate the sports values of the application-oriented university students, so that the application-oriented university students can gradually establish the correct sports values. At the same time, in the opening of physical education courses, we should set up some students' favorite sports projects. At the same time, attention should also be paid to the cultivation of sports skills of application-oriented college students, so that more application-oriented college students can have the ability to participate in the sports projects with high requirements for sports skills, so as to realize the diversity of application-oriented college students participating in sports projects.

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