

Investigation on the Consumption Situation of Sports Goods of Costumes, Footwear and Bags for Students in Sports College of Jiangxi Normal University

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ABSTRACT. *By using the methods of documentation, questionnaire and mathematical statistics, this paper takes the consumption of clothing, footwear and bags of the students in the Institute of Physical Education of Jiang xi Normal University as the research object, and investigates and analyses the basic situation, consumption concept, consumption motivation, consumption level and factors affecting consumption of the students in the Institute of Physical Education through the issuance of questionnaires. This paper summarizes the consumption process of sports clothing, footwear and sporting goods of sports college students, and draws the following conclusions: sports clothing and footwear are popular among sports college students. They think that their consumption can reach the pursuit of aesthetics and is considered as part of daily consumption, and can improve their sports level to varying degrees. The Factors Affecting Sports clothing, footwear and bags consumption of students in physical education institutes are: students' economic conditions, personal sports specialties, personal preferences, product prices, quality and appearance, people around or environmental impact. By means of mathematical analysis and conventional percentage analysis, it is concluded that there are significant differences in the consumption level of sports goods among students of different genders, different places of origin and different grades. Finally, some reasonable suggestions are put forward.*

KEYWORDS: *Jiang xi Normal University; Students of Physical Education College; Sports Clothing Footwear and Bags; Sports Goods; Consumption Status*

1. Introduction

In recent years, the sports goods industry has developed rapidly, with fierce competition among major brands, especially the most popular clothing, shoes and bags. Now more and more college students participate in sports, and become an important sports goods consumption groups, because the consumption behavior of college sports majors are important to the group of college students, there is a strong

part of significance, so the study of their spending power, consumer motivation and factors of consumption, etc., are more important. Although the current economy of college students is not independent, their consumption concept of sports goods may affect the development trend of sports apparel, shoes and bags in the future. Sports articles are the main articles for students to enhance their physique and leisure sports have become an important part of college students' campus life. The consumption of sports goods refers to an economic behavior of college students participating in the consumption of sports brands. As there are many categories of sports goods, involving a wide range, including sports and sports goods brands, this study is limited to the consumption of sports clothes and shoes and bags. For hksil students sports clothes and shoes bag consumption status and characteristics of study of factors affecting the analysis, the purpose is to reasonably guide students consumption, search for the meaning is: students sports goods consumption of understanding of the present status of the sports professional students of sports goods consumption, grasp today's college students' consumption psychology, according to the survey results, draw the corresponding conclusions.

2. Research objects and methods

2.1 Research objects

The research object of this paper is the consumption status of sports clothes and shoes and bags of students in the physical education institute. The investigation object is 168 students in the physical education institute. Each grade has 39 freshmen, 42 sophomores, 42 juniors and 45 seniors.

2.2 Research methods

(1) Literature method

According to the research needs, I consulted relevant books in the library and the papers of some excellent scholars in cnki and master and doctoral theses on the Internet, so as to provide theoretical support for this research.

(2) Questionnaire survey method

A total of 180 students from the physical education college of jiangxi normal university were distributed with online questionnaires. 45 questionnaires were distributed annually, and 168 questionnaires were collected, among which 168 were effective and 93% were effective.

(3) Mathematical statistics

Through the questionnaire report of the website background, and Microsoft Excel mathematical statistics analysis.

3. Results and analysis

3.1 Basic information of the respondents

(1) Grade and gender of students

Table 1 gender composition of students (N = 168, 85 boys, 83 girls)

grade	Schoolboy	Percentage (%)	Girl student	Percentage (%)
Freshman	21	12.5	18	10.7
Sophomore	21	12.5	21	12.5
Junior	21	12.5	21	12.5
Senior	22	13.1	23	13.1
A total of	85	50.1	83	49.8

(2) Students' place of origin

The consumption level of each area, consumption habit has respective characteristic. Therefore, the distribution of college students' source areas is very important to the research of this paper. By studying college students from different source areas, we can get their consumption concept of sports goods and the factors that affect their consumption, and reflect the economic development level of different source areas. As can be seen from the statistical data in table 2, the number of male students in big cities is significantly larger than that of female students. The total number of students in small and medium-sized towns is larger than that in big cities. The average rural population accounts for more than half of the total population, and the number of female students is larger than the number of male students. There are fewer people in the mountainous areas. Ordinary rural areas have the largest number of students.

Table 2 student source (N = 168 persons)

origin of student	schoolboy	Percentage (%)	schoolgirl	Percentage (%)
metropolis	7	4.2	3	1.6
medium and small town(s)	29	15.5	22	13.7
Ordinary rural	41	19.6	58	40.5
Most needy mountainous area	8	4.8	0	0
aggregate	85	44.1	83	55.8

(3) Investigation on living expenses of students in Physical Education College of Jiangxi Normal University

According to the survey, the main sources of students' living expenses are provided by their parents, part-time after school, scholarship and work study

program. As shown in Table 3, freshmen who just entered the university are still unfamiliar with everything in the University and have less contact with the outside world. Therefore, most of the students' living expenses are provided by their families, and a small number of them strive for scholarships and part-time jobs by themselves. 45.2% of sophomores rely on family supply, 19.1% of their classmates are provided by their parents, and they also earn their own living expenses by taking part-time jobs after school; the number of juniors who rely on their parents is less than that of the first two grades, and the number of students who take part-time jobs in schools and strive for scholarships has increased. Through the survey, we can find that with the change of grade, the number of students who work part-time after school increases, and the source of living expenses also changes, but family supply is still the main source of living expenses for college students.

Table 3 living expenses of students (N = 168)

Source of living expenses	freshman number of people (%)	sophomore year number of people (%)	junior number of people (%)	senior number of people (%)
Provided by parents	24 61.5	19 45.2	16 38.1	24 53.3
After school part-time	6 15.5	8 19.1	11 26.2	19 42.2
scholarship	7 17.9	9 21.4	10 23.8	1 2.2
study on a work-study basis	2 5.1	6 14.3	5 11.9	1 2.2
total	39 100	42 100	42 100	45 100

Because the economy of college students is not independent and depends on the supply of their parents, the economic level of their families directly affects the living expenses of students, and determines the consumption level of sports clothing, shoes and bags. As shown in Table 4, there are fewer students whose average monthly living expenses are less than 800 yuan, and other disposable expenses are not much; students whose average monthly living expenses are 800-1000 yuan and students whose average monthly living expenses are 1000-1500 yuan are more abundant on the basis of maintaining normal living needs; students whose average monthly living expenses are more than 1500 yuan have more disposable other expenses.

Table 4 average monthly living expenses of students (N = 168)

Average monthly living expenses/yuan	the number of students	Percentage (%)
800the following	5	2.98
800-1000	52	30.95
1000-1500	77	45.83
More than 1500	34	20.24
total	168	100

3.2 research status of sports apparel, shoes and bags

(1) Sports apparel, shoes and bags consumption motivation and psychological status of students in the school

The pursuit of health, the pursuit of aesthetic is now the most important consumer demand of college students. As shown in table 5, life necessities are the primary motivation for students to consume sports. The second is to improve the level of sports school students consumption motivation. They in order to have a skill and master more sports knowledge and skills, for the society in preparation. Still, 11.31 percent of students are irrational consumers. Their consumption motivation is generated from consumption needs. Only when consumers have certain needs and desire to be satisfied, will they have consumption motivation and finally evolve into consumption behavior.

Table 5 motivation and psychological status of students' consumption of sports apparel, shoes and bags

consumption motive	necessities of life	Sport Level	Pursue health, pursue aesthetic appreciation	conformity	Comparison and showing off mentality
percent	69.05	66.07	63.1	8.33	2.98
ranking	1	2	3	4	5

(2) Sports apparel, shoes and bags consumption of sports goods of students in the school

As can be seen from table 6, the most students buy training clothes, because they are needed by all kinds of sports and are the most common, followed by sneakers, because many sports stars and students pursue fashion. Next are training pants, workout shoes, uniforms, bags, sports bags and swimming trunks. The results could show that students' purchases of sporting goods are related to the specific items they study and exercise regularly.

Table 6 students' consumption of sports apparel, shoes and bags (N = 168)

product	the number of students	Percentage (%)	ranking
Uniform (ball)	54	31.55	5
Sneakers (all kinds of balls)	106	63.19	2
Bag (ball)	32	19.05	7
Sport bags	31	18.45	8
Comprehensive training shoes (for various purposes)	100	59.52	4
Training clothes (quick drying, coat)	104	62.5	3
Yoga suit (sports vest)	33	31.55	6
Swime	23	13.69	9

(3) Analysis of the average monthly consumption level of sports apparel, shoes and bags for students of different grades

Table 7, according to the monthly average consumption level of sanda students will change with the change of the grade, the higher the grade, the sports goods consumption a freshman students entering the university, the sports goods consumption demand is not so high, statistics show that in grade one in 200-300 yuan monthly consumption, monthly consumption in ` 300 yuan more than only a few people;The consumption difference between sophomore and freshman is not too much.The average monthly consumption of junior students is higher than that of the first two grades, but it can still be seen that the average monthly consumption of most students in the first three grades is 200-300 yuan.The average monthly consumption level of sports goods of senior students is the highest among the four grades. As freshmen just enter the school and have limited access to food, the consumption level is relatively low. With the increase of age and grade, the consumption level of sports goods will be higher and higher.

Table 7 analysis of average monthly consumption level of sports apparel, shoes and bags for students of different grades (N = 168)

Average monthly consumption	freshman number of people (%)		sophomore year number of people (%)		junior number of people (%)		senior Number of people (%)	
200 yuan of the following	13	33.3	16	38.1	16	38.1	19	42.2
200-300	24	61.5	19	45.2	19	45.2	12	26.6
300-400	2	5.1	4	9.5	4	9.5	9	20
More than 500 yuan	2	5.1	3	7.1	3	7.1	5	11.1
total	39 100		42 100		42 100		45 100	

(4) Analysis of the average monthly consumption level of sports apparel, shoes and bags for students of different genders

Table 8 shows that there is a significant difference in the consumption level of sports apparel, shoes and bags for male and female students in the sports institute. Male and female students in physiological characteristics of the differences in various aspects, so boys participate in the sports meeting than girls more active and extensive, such as basketball and football and other sports, will consume more. Therefore, the proportion of male students is higher than that of female students.

Table 8 analysis of average monthly consumption level of sports apparel, shoes and bags for students of different genders (N = 168)

Average monthly consumption	Schoolboy number of people (%)	schoolgirl number of people (%)
200 yuan of the following	18 21.2	38 45.8
200-300	42 49.4	32 38.6
300-400	16 18.8	10 12
More than 500 yuan	9 10.6	3 3.6
total	85 100	83 100

3.3 Main factors influencing the consumption of sports apparel, shoes and bags for students in physical education institute

(1) Economic conditions

The research data shows that the economic condition is the main factor that affects the students' participation in sports goods consumption. In real life, the more people earn, the more they consume, thus stimulating the consumer market. The purchasing power of male and female college students is affected by the economy.

Table 9 main factors influencing the consumption of sports apparel, shoes and bags (N = 168)

influence factor	boys	Percentage (%)	ranking	The number of girls	Percentage (%)	ranking
Personal economic conditions	66	89.2	1	79	84	1
Be influenced by your classmates	23	31.1	6	25	26.6	5
Product quality, appearance	39	52.7	3	51	53.3	3
product price	42	56.8	2	58	61.7	2
Personal interests	30	40.5	4	41	43.6	4
Personality psychology values	25	33.8	5	23	24.5	6

(2) Product factors

The price of the product is an important factor that affects students in sports colleges, especially those who are not financially independent. High product price will reduce students' purchasing power and lead to low consumption level.

(3) Personal factors

The consumer groups formed by students' differences in personality, psychology, interests and hobbies also have different views on the purchase of sporting goods. Some people think that fashionable products are their pursuit, while others think they are unwise choices. Secondly, rational consumption psychology affects the level of college students' sports goods consumption. The students of sports college are the loyal consumption group of sporting goods. But it is hard to avoid irrational consumption.

(4) Environmental factors

School life is a group life, which will have a great impact on students, especially the performance of collective consumption. Them because of the wet behind the deep, and social life together, life experience and way of life is similar, is easy to cause their behavior tends to be consistent, their consumption is also a comparison of blind now, not too stable state, their thinking and shopping behavior is affected by the surrounding friends, sometimes blindly follow suit.

4. Conclusion

The demand of sports goods is still larger for students of sports college, but the demand of sports goods consumption of high price is still less. Their monthly consumption of sports goods such as clothing, shoes and bags is generally not high, but the consumption level is gradually improving. According to the survey, students pay more attention to sports products with high brand recognition, and their consumption tendency of brand products is deepening, so they still have market potential.

There was a big gender difference in the consumption level and consumption mode of the selected stores, sports items, clothing, shoes and bags, etc. The consumption level of male students was generally higher than that of female students. The consumption level of students' sporting goods in different areas is also greatly different, and the urban students are obviously higher than the rural students. However, with the change of grade, the consumption level is also different, which is caused by the growth of personal experience and the change of consumption concept.

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