

Research on the development status and countermeasures of Chengdu square dance industry

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Abstract: The aging of China's population has become an indisputable fact. According to the "2019-2025 China Population Aging Market Research and Development Trend Research Report", the total number of elderly people in China has exceeded 200 million. It is expected that by 2025, the total elderly population in China will reach 300 million. Square dancing, as one of the most popular sports among the elderly, has high commercial value hidden behind. This paper adopts the methods of literature study and questionnaire survey, takes chengdu square dance mass dancers and groups as the research object, and researches the development and countermeasures of Chengdu square dance industry. According to the survey, it is found that many entrepreneurs only attempt to get more commercial value from square dancing, but ignore the consumption behavior itself from cultural fitness. As a result, most entrepreneurs' products and business models are not very appropriate to the consumption demand of middle-aged and elderly people. This paper analyzes this problem and puts forward some reference opinions.

Keywords: aging market, square dance industry, Chengdu

1. Introduction

According to China's seventh national census, by 2020, the proportion of China's population aged 65 and above will reach 13.50 percent, higher than the world average (9.3 percent) but lower than the developed countries (19.3 percent). China has a huge elderly population, of which 260 million people are aged 60 and above, about 190 million aged 65 and above. Sixteen of China's 31 provinces have more than five million people aged 65 and above, and six of them have more than 10 million. It is estimated that by 2025, China will have more than 300 million people aged 60 and above.

Population aging is an important trend of social development and a basic national condition in China for a long time to come. This is both a challenge and an opportunity. From the perspective of challenge, aging population reduces the supply of labor force, and increases the burden of family pension and the pressure on the supply of basic public services. But at the same time, it is certain that the aging population promotes the development of the "silver economy", increases the consumption of products and services for the elderly and promotes technological progress, which bring new opportunities for economic development. As one of the most popular leisure and entertainment activities, square dancing, with the highest frequency of participation, the largest group of participants and the widest range of participation across regions, has been sought after by public opinion.

The general situation of the elderly population in Chengdu is as follows; By the end of 2020, Chengdu had 15.197 million registered residents, an increase of 196,300 or 1.31 percent over 2019. Among them, the elderly population (60 years old and above) is 3.1527 million. The results of the seventh national census show that the permanent population of Chengdu is 20,937,800, among which the elderly population aged 60 and above is 3,764,100, accounting for 17.98% of the permanent population. According to the Report on aging Population Information and Aging Health Development of Chengdu in 2020, we know that there are 2,918 aging associations, with a total of 1,546,300 members, accounting for 49.05% of the total aging population, and 2,705 senior sports associations, with a total of 1,517,500 members, accounting for 48.13% of the city's senior population.

Conclusion: As a famous leisure city in China, Chengdu is also the capital city of Sichuan Province,

one of the provinces with a large aging population. In terms of the aging population degree and the degree of popularity of leisure and fitness for the elderly, Chengdu is a typical city in China. Therefore, doing the research in Chengdu is valuable[1].

Research Purpose: The purpose of this paper is to put forward the existing problems by analyzing the current situation and future development trend of square dance in Chengdu. For example, there are problems in the chain of Chengdu Square dance industry. The products for square dance can't fit the users well. Online platforms pay too much attention to economic benefits while ignoring the core needs of square dancers. The information of each part in the industrial chain does not circulate well and cooperation is limited. In order to solve these problems, some feasible reference methods are put forward to tap the market demand of the elderly, satisfy the growing demand of fitness consumption of the senior citizens, optimize the consumption structure of the senior citizens and solve the consumption shrink in the aging society.

Research Significance: It is meaningful to make Chengdu more widely accept the promotion of square dancing, bring in more employment and re-employment opportunities, and provide a solid mass foundation for the development of square dance industry in Chengdu at the same time. However, in recent years, with the hot development of square dancing, it has also brought a lot of negative effects, which have more or less hindered the healthy development of square dancing. This paper analyzes the problems existing in the development of Chengdu square dance industry, aiming to put forward some suggestions for related units to solve these problems.

2. Literature Review

First of all, in order to obtain accurate research results, "square dancing" was searched as the subject, and 6500 results were retrieved: 2641 academic journal papers, 1054 academic dissertation results and 341 other literatures. Since the first report *Focus: Large-scale Square Dance* published by Ningxia Pictorial in 1999, social attention to square dance has been increasing year by year, and the curve of the number of various literatures on square dance research is almost a straight line in an upward state? As can be seen today, the peak value was in 2015, when the number of published literature on square dance research was 692. With the deepening of the research, the research field is more and more extensive. Literature has developed from Lei Xiaowei's initial definition of the concept of Square Dance in *Research on the Concept of Square Dance* to Rao Ying's research on the current situation of square dance in various places in *Investigation and Analysis of the Development Of Shenzhen Square Dance*. Then it goes deep into the development trend of China's city square dance under the background of aging population in Zheng Chaobing's *The Analysis the Development of the City Square Dance*, the square dance management strategy in *Community Management of Square Dance from the Perspective of Social Management*, the media image of Square Dance in Cui Wenting's *The Analysis of the Construction of Media Image of "the Square Dancing Aunties" under the Framework Perspective—proposed by Sina.com*, the countermeasures of Square Dance in *The Development Status and Countermeasures of Square Dance in Linyi City* and the disturbing phenomenon caused by square dancing mentioned in the *Research on Community Security —Conflicts caused by The Disturbing Phenomenon of Square Dancing as an Example*. In recent years, more and more scholars have begun to study the phenomenon of square dance from the perspectives of sports, sociology, communication, journalism and dance. While some achievements have been made, these researches mainly focus on the development status and countermeasures of square dance, the investigation and research of disturbing phenomenon, the management countermeasures of public space, the development trend of square dance, the way of communication of square dance, the study of the media image of square dance and so on[2].

It was the second time, with the theme of "square dance industry" as the main topic, 207 results were retrieved from CNKI, including 61 academic journal papers, 122 academic dissertation results and 8 newspapers. From the Angle of sports, sociology, news communication eye and new rural culture respectively report, it points out the current development status and existing problems of square dance and gives some solutions, but it does not really conduct the literature research of square dance industry from the perspective of industrialization. Therefore, this paper analyzes the problems existing in Chengdu square dance industry from the perspective of industrialization and put forward some suggestions.

2.1 Concept of square dance

The concept of square dance is: square dance itself is not a specific dance, nor is it a specific body language, but a synonym and general term of various dances. It is a kind of body movement with the help of various dance forms, simple movement vocabulary and the accompaniment of pop music on the open ground. It aims to cultivate sentiment, amuse oneself, exercise the body; It is also a non-figurative, non-artistic dance.

2.2 Definition of square dance

The academic name of square aerobics dance is square aerobics dance. Square aerobics dance is the general name of a dance group and also a systematic category. Square aerobics dance is composed of many kinds of dance. Square aerobics dance is not restricted by venue, dance type and so on. It is mostly organized spontaneously by the masses, and is welcomed by the masses with the characteristics of entertainment and group dance. Square aerobics dance music is generally the hottest song of the year, known as the "divine song" by the masses. Different scholars have different opinions on the definition of square aerobics dance. *The Origin, Present Situation, Characteristics and Research on the Value of Square Aerobics Dance* describes square dance as a form of performance. Square dancing is a good way to relieve stress. People can handle stress, forget worries from daily life and keep healthy, through body movement and music enjoyment. It is a popular mass sports and a good carrier of the nationwide fitness campaign, which has become a social and cultural phenomenon. Li Shaoqi, Zou Ziwei and Chen Yixuan described in *The Role of Square Fitness Dance in Community Cultural Construction* that square fitness dance is also called Ba ba dance, square dance or street dance. It is a combination of fitness and body dance, with a sense of rhythm of music. In addition, mass fitness dance activities were performed in spacious places such as squares and courtyard-dams. In *The Origin and Development of Square Dance* written by Li Rui, square dance is a fitness activity carried out spontaneously by the masses in squares, with the purpose of fitness, entertainment and making friends, accompanied with music and dance as the carrier. Mou Dinghong defined it in *the Review and Trend Outlook of The Research Status of Square Fitness Dance*: on the premise that square dance is a kind of self-recreation fitness activity and highlights its essence. It is considered that modern square dance is a kind of fitness activity carried out spontaneously and uniformly by the masses in the square, with the purpose of fitness, self-recreation and making friends, accompanied with music and dance as the carrier.

To sum up, the above scholars have expounded the concept of square aerobics dance from different aspects according to specific factors, but there is no unified definition of square aerobics dance so far.

2.3 Chengdu Square dance industry status and market analysis

In 2019, The General Office of the State Council successively issued the Outline of Building a Strong Country in Sports and Opinions on Promoting National Fitness and Sports Consumption to Promote high-quality Development of the Sports Industry, which clearly proposed the strategic goal—promoting the sports industry to become a pillar industry of the national economy. The potential of sports consumption will be further released. Driven by huge sports consumption, China's sports industry will continue growing rapidly.

According to the 2021 Public Fitness Behavior and Consumption Research Report jointly released by the China Sporting Goods Association and Nielsen, a world-renowned market monitoring and data analysis company, the average annual public fitness consumption in 2021 will reach 5,670 yuan, an increase of 35 percent over 2020. The willingness to consume sports is further enhanced, with nearly 98% of respondents having sports-related consumption.

Another feature is the remarkable increase in expenditure on women's sports, with the average total expenditure reaching 6,362 yuan, an increase of nearly 50 percent compared with last year. Walking, square dancing, fishing, tai chi and other activities have a high participation rate in the elderly group. To sum up, we can generally grasp the trend of the future development of square dancing in China.

3. Research Methods

The second chapter mainly introduces the basic concept and development of square dancing and summarizes the supporting industries and measures of square dancing. In practice, however, it is necessary to survey specific groups. The third chapter carries out an empirical survey from different

groups to study their views and opinions on the development of the current square dance industry, and verifies the content from an empirical perspective.

CNKI retrieval platform, Chengdu Library, Xihua University Library and other large libraries which have collected a large number of relevant literatures with "square dance industry" and "Chengdu square dance" as the key words, lay a theoretical foundation for the writing of this paper. In an article titled *Analysis on the Effect of Urban Square Dance among People over 40 years old in Chengdu* in 2016, the author laid a theoretical foundation for his article by using literature method. This paper draws on this research method to lay a theoretical foundation for the research of this paper. (Liu Xueling, 2016)

This questionnaire is designed to study the development status of Chengdu square dance industry. Questionnaire survey is chosen as the research method to collect data needed for theoretical support. After collecting the research questions and variety of this study, 11 major questions are designed according to the research variety, among which 11 are scale questions and 12 sub-questions. The origin of the questionnaire consists of two parts, one is the collection of basic information of respondents, the other is the main part of the questionnaire.

There are 11 questions in this questionnaire, among which questions 1 to 5 in the first part collect the basic information of the respondents. The second part is the formal questionnaire. It is divided into two major parts, including 6-10 entitled to the investigation of present participation of square dance. The 11th is a scale of the topic, which has four dimensions, including purpose, configuration, money & policies and results reflection. Because the existing literature has not formed mature scale investigation about the present situation of square dancing, this scale is designed for the overall dimension by referring to multiple literatures and combining with the theme of my thesis. According to Wang Yazhen's *Sociological Analysis of the Development Status of Square Dance for Urban Residents in China* in 2016, she took the current situation of Square dancing in Wuhan as an empirical study to discuss the motivation of participating in square dancing and the value generated by square dancing. The lack of corresponding supporting measures and professional personnel guidance in the current development of square dancing [4], as well as low capital input and low government support, etc. raised by Zhang Yuyu in her investigation of the current situation of rural square dance in Guide Town, Jinan city in 2016, concludes the four dimensions of this empirical study, with 12 sub-items to investigate the current square dance experience in Chengdu city.

Based on the above, the current development of the square dance industry in Chengdu can be understood through the distribution of questionnaires, and the existing problems can be found.

3.1 Reliability and validity analysis of questionnaires

3.1.1 Reliability analysis

In this paper, Cronbach's Alpha method is used to analyze the reliability of the questionnaire with SPSS22.0. The Cronbach alpha coefficient of the survey results is 0.834, indicating the high reliability of the questionnaire.

3.1.2 Validity analysis

In this paper, SPSS22.0 is used to test the KMO and Bartlett sphericity of questionnaire structural variables. According to the research analysis, when KMO value is less than 0.6, it is not suitable for factor analysis. While greater than 0.6, it is suitable for factor analysis. The KMO value of the survey result in this paper is 0.768, so the data collected in this survey is suitable for subsequent analysis.

4. Analysis of problems existing in the industrialization development of square dance in Chengdu

4.1 The supporting configuration of square dance in Chengdu is backward

According to the data of the questionnaire survey, in terms of supporting configuration, choosing a comfortable square dance environment has the highest average score, with an average value of 3.93. The second is the installation of formal square dance sound equipment, the average value of 3.67; The average score of a professional square dance instructor is 3.66; From the overall average score, most respondents are relatively dissatisfied with the supporting configuration of square dance, especially in the purchase of professional square dancing clothes, and the average score is particularly low, indicating that most square dancing groups do not have professional square dancing clothes.

Since the 16th National Congress of the Communist Party of China that proposed to "strengthen the construction of cultural infrastructure, develop all kinds of mass culture" and "carry out the national fitness campaign, improve the health level of people", square dancing has become the most popular national fitness activity in China. However, in the development process of square dancing, it is difficult to provide enough supporting facilities, which is the conclusion from the empirical study of this paper. At present, the supporting configuration of square dance in Chengdu is backward, which appears in the following two aspects:

- (1) Lack of professional square dance instructors.
- (2) Lack of professional square dance equipment.

4.2 Government policy support is small

The data from the results of questionnaire shows that money policy gets a low score, which means that the funding of square dance policy support for the modulated is less perfect. Whether the government has put into enough money gets the lowest average score, just 3.46. The unreasonable regional arrangement of square dance may reflect the lack of government investment; The average score of supporting policies for square dancing is also low, 3.53. Square dancing is easy to be complained by the masses due to loud noise and other problems. Respondents hope that the government can properly protect the interests of the people participating in square dancing, which is understandable.

In the process of the rapid development, square dancing has grown from a small cultural movement to something on the big stage of market. It can be seen that the potential of the square dance market is huge. With square dancing heating up, a lot of problems arise in this stage: for those who are not involved in the square dance movement, square dancing may be a nuisance sport. In this process, both sides need to communicate efficiently, and relevant institutions are required to coordinate and solve such problems. The lack of government's guiding role in this aspect mainly appears in the following two aspects:

- (1) Lack of management rules and regulations
- (2) Government financial support is small

4.3 Sharp turn and gap between entrepreneurial upsurge and market indifference

According to the results of the questionnaire, in terms of the purpose of participation, the square dance effect on building up body and keeping figure get the highest score, with an average value of 4.08. Secondly, square dancing can promote interpersonal communication, with an average value of 3.88. As for the purpose of square dance, most of the population give priority to keep fit and promote interpersonal relationship. The main group of square dancing are senior citizens, most of whom are from retirement community. Therefore, they need to be more sociable to kill time. Of course, a healthy body is the senior citizens' main pursuit, who also hope that through learning square dancing they can cultivate their own interests and make daily life more colorful[5].

Square dancing is a mass cultural fitness activity provided spontaneously. Many entrepreneurs aiming at the frenzy of national fitness and the largest group of middle-aged and elderly people, attempt to dig more commercial value from the elderly, while ignoring the cultural fitness movement from the consumer behavior itself. As a result, after losing the favor of the capital market and the support of fanatical capital, most entrepreneurs find that their products and business models are not very suitable for the consumption needs of the middle-aged and elderly, resulting in a nine day's wonder in entrepreneurship. According to industrial development, the following are two problems:

- (1) Lack of understanding of consumption psychology and habits of middle-aged and elderly people
- (2) Lack of the company's own core competitiveness

4.4 Lack of effective business model and media

According to the results of the questionnaire, friends' recommendation is the most common way to learn about square dancing, accounting for 36.16%; the second one is through TV programs, which accounts for 20.98%; watching others ranks third, accounting for 19.20%. The fourth is the knowledge of network route, accounting for 17.86%. Magazines and newspapers accounts for 4.91%. It clear that

most groups get to know square dancing through friends' recommendation. The majority of square dance participants are retirees, who have more time to talk with others and are likely to learn about this entertainment activity through friends' recommendation.

According to the data report of Chinese Internet Consumption Trend Report released by Taobao in 2021, the online shopping strength of square dance participants has entered the top five in China. They have become the new unshakable consumer group. According to the report, the most important force for Online shopping in China comes from the post-1970s, post-1980s and post-1990s generations, while the post-1980s and post-1990s account for the majority. In addition, the report classifies consumers by group and draws a conclusion that the majority of people who buy selfie sticks are those over 50 years and square dance aunts have become the main force of online shopping. However, in the development process of related industries, the square dance market lacks effective business model and publicity media, which appears mainly in the following aspects:

- (1) Lack of effective media
- (2) Lack of an effective business model

5. Conclusion

Square dance originates from dance, so it has the dual attributes of industry and culture. At the same time, square dance is a historical product of urbanization, so the harmonious development of square dance affects the course of China's urbanization to a certain degree. The square dance industry is particularly important in the era of "silver economy". In the market environment where capital seeks profits, square dancing is a branch of cultural industry, and the conflict generated by the integration of public cultural undertakings and social industrial economy affects the development of this emerging industry. This paper, analyzing the present situation of Chengdu city square dance industry, combining major cases of domestic industrialization development of square dance, find the core problem of the square dance industry at present: square dancers lacking participation depth and multi-dimensional consumption behavior, which leads to the slow development of square dance industry in Chengdu. So, to promote the healthy growth of the square dance industry, in the operation of marketization, the government should give full guiding function and guide social capital to better meet the practical needs of the public through regulating the operation of the market. At the same time, part of the functions of the construction of public cultural undertakings should be released, and social capital should be used to supply the capital pool of the construction of public cultural undertakings. Meanwhile, draw on the spontaneity of square dancing and encourage grassroots people to actively establish professional square dance organizations, standardize management and independent innovation. Through public cultural services, the traditional folk dance culture can be integrated into square dancing, and the square dance movement can be developed to meet the growing needs of the elderly for fitness, promoting the healthy development of the square dance industry and cultural undertakings, and providing a reference case for dealing with the problems such as the single consumption structure of the elderly in China in the future.

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