

Research on the Influence Mechanism of Urban Residents' Participatory Sports Consumption Motivation on Consumer 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 paper focuses on the transformation of urban residents' sports lifestyles, and takes the sports consumer motivation of urban residents as the breakthrough point. With the help of related theories such as self-determination theory and planned behavior theory, this paper discusses the structural characteristics of urban participatory sports consumption transformation, and analyzes the transformation process of urban residents' sports lifestyle.

1. Research Background

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. At present, China's economy maintains continuous growth, the scale of China's consumer market continues to expand, the consumption capacity is also constantly enhanced, and the structure of the consumer market has also undergone fundamental changes. With the improvement of the economic level and the increase of the leisure time of urban residents, the behavior of consumers participating in sports consumption has undergone tremendous changes. Since the development of human society into the modern society, people who participate in sports and fitness are often in a higher social class or have a certain economic and social status, showing a sign of identity. means to demonstrate their success. Therefore, participatory sports consumption has become a carrier for consumers to show themselves to others. In the process of analyzing consumer motivation, it is found that while people are pursuing their fitness value, they also have a full understanding of their multiple values, and the participatory sports consumption behavior has been endowed with more connotations.

2. Asking Questions

An important factor in the transformation of China's sports consumption lies in the transformation of consumers' understanding of sports and the transformation of sports lifestyles. How sports consumers view physical exercise, their willingness and enthusiasm to participate, as well as the level and proportion of consumption, are important criteria for measuring social progress. Therefore, to understand the process and trend of social transformation, and to judge the standards and success or failure of social transformation, it is inseparable from the investigation of people's sports concepts and lifestyles. The transformation characteristics of urban residents' sports consumption are mainly as follows:

First, With the improvement of the living standard of the whole people, the leisure time of urban residents is increasing day by day, and their time and energy for participating in sports are also

increasing. At the same time, the improvement of living conditions has gradually increased residents' requirements for the quality of life. participating in physical activity has become an important part of many people's lives. Sports have returned to the daily life of the masses and have been widely recognized as a normalized way of life.

Second, sports lifestyles are increasingly diverse in content and form, with strong individual characteristics. Urban residents are not only very willing to participate in sports activities, but also pay more attention to the content and form of sports activities. They will follow their own interests, habits, physical conditions and other factors, choose appropriate sports, explore the fun of sports, cultivate sports skills, and improve sports literacy, so as to meet their individual needs. The sports lifestyle of urban residents is becoming more and more common and diversified, showing strong individual characteristics in content and form.

Third, professional sports are no longer the patent of professional athletes, but become a necessities of life for ordinary people. With the development of society, At the same time, under the catalysis and promotion of the development of market economy, sports and leisure, and tourism industry, the function of sports has been extended to every corner of the society, and has been generally recognized by the masses.

Fourth, sports consumption is closely related to the social value of consumers, "Personalization" has become an increasingly important consumer demand for sports consumers, and physical fitness is no longer the only goal of sports consumption. Participatory sports consumption is a form of consumption that seeks self-identity, and it is also a form of consumption that can fully express oneself.

3 Related Studies

Liu Zhiqiang (2004) and others analyzed the current situation or problems of the theoretical research on sports consumption behavior in my country at that time, looked for the influencing factors, and put forward the main countermeasures. Xu Hui (2016) believed that from 1995 to around the 2008 Olympic Games, The sports consumption behavior in this period was miniaturized, physical sports consumption dominated, spectator sports consumption was the main body, and participatory sports consumption was the main body. Lv Min (2019) believes that the factors affecting sports consumption behavior mainly include five aspects: income level, sports consumption intention, sports consumption motivation, sports consumption level, and sports consumption mode. Dai Gang (2021) believes that the formation and growth of sports consumption behavior is determined by a dynamic structure composed of three structural elements: sports consumption awareness, sports consumption data, and sports consumption behavior.

3. 1 The Connotation Concept of Participatory Sports Consumption

3.1.1 The concept of participatory sports consumption

First of all, the attribute of sports agrees with the concept of consumption. Based on different understandings of sports attributes, a preliminary understanding of sports consumption from the perspectives of sports career and social economy has been formed. Under the background of the continuous growth of the national economy, the continuous adjustment of the industrial structure, and the continuous release of the economic function of sports, it has gradually become the mainstream to examine and clarify the concept and connotation of sports consumption from the perspective of consumption economics. On the basis of clarifying the concept of sports consumption, scholars such as Cai Jun proposed the connotation of participatory sports consumption and classified it. They believe that participatory sports consumption is the expenses of residents participating in sports activities for the purpose of physical health, entertainment and leisure, covering sports entertainment and leisure consumption and fitness, bodybuilding and other physical exercise and sports technology training consumption. To sum up, the current understanding of participatory sports consumption in my country

is still in its infancy, and there is no systematic concept and connotation, and there is still a certain gap compared with foreign related research.

Participatory sports consumption is a two-stage decision-making process covering sports participation and sports consumption. Based on the perspective of consumer behavior, it is believed that participatory sports consumption is a process in which individuals choose, consume, use and process sports-related products and services to meet needs and obtain benefits. Based on previous researches on sports participation and the connotation of participatory sports consumption, this paper argues that participatory sports consumption is based on sports as the carrier, participation experience as the form, and promotion of physical and mental health as the purpose. The behavioral process of products and services, covering sports and leisure, sports health, sports tourism, etc.

3.1.2 Product Features of Participatory Sports Consumption

The characteristics of food and beverage consumer products are not just purchased, but are determined by people's social behaviors, and are to meet the needs of the human body in various social development. It belongs to the relationship between supply and service. Because of the simultaneity and unity of service and product in sports continuous consumption, this study deeply analyzes the relationship between research demand and behavior and participation.

The second is the comprehensive function of sports. This is in state sports consumption. The participation of sports consumers is respected. This kind of respect belongs to both sports etiquette activities and social activities. should be respected. The clasped fists and bows in the traditional national sports of martial arts; the thrill of breaking through and shooting the goal in football. Graceful gesture in basketball. The social charm of badminton table tennis tennis. These analyses from the perspective of sociology will be combined with products to form the core competitiveness of sustainable sports consumption.

In the process of development and consumption of sports service products, service providers, service inputs, and consumers are the

The third is competitive characteristics. In the development process of competitive sports, it is generally divided into the opponent and me, the enemy and us like a battle. In the process of sports consumption, sports products and services belong to the "enemy" and can only be completed with my participation. In sports consumption, sports viewing is also an important part of sports consumption.

Fourth, the participation process of sports is motivating. From the research literature, it is found that psychologists believe that participating in sports behavior activities has an important motivating effect on an individual's ideology and behavior. The intense activities of competitive sports can also be reflected in life. In daily sports and leisure, people participate in sports, imitate the movements of competitive sports, and show the perfect combination of their body shape and strength.

3.1.3 Influencing Factors of Participatory Sports Consumption Motivation

The whole process of consumers' participation in sports consumption can be divided into seven links: demand arousal, demand identification, information collection, psychological cognition, purchase decision, purchase action, and post-purchase evaluation. Consumption motivation is a special form of consumption. In this case, the motivation for selling expenses is dominated by the individual's income and consumption ability. If you have the ability to pay, you will participate in consumption. If you are unable to pay, it is just consumption desire; consumption desire and consumption ability consumption thinking belong to the category of consumption motivation. Desire and ability are the The necessary conditions for the formation of consumption motivation are in economics, the consumption strategy of consumers, the needs of consumption, including the influence of consumption, and the desire for continuous consumption.

Movement sharing affects consumption motivation. Through self-sharing, peripheral consumption motivation is triggered. How can we use this kind of sharing to explain sports consumption in a

nutshell. Through cultural process broadcast stars, sports consumption can be aroused, and the pleasure, beauty and sense of the times brought by sports consumption can be displayed through positive imaginary propaganda. Communication sports consumption is closely related to the information age and is a product of the times. Communication sports consumption has nothing to do with income. They also show their own identity and taste in sports consumption, which meets the dual needs of body and spirit. Therefore, the consumption effect of the participation of some high-income groups is common in real life.

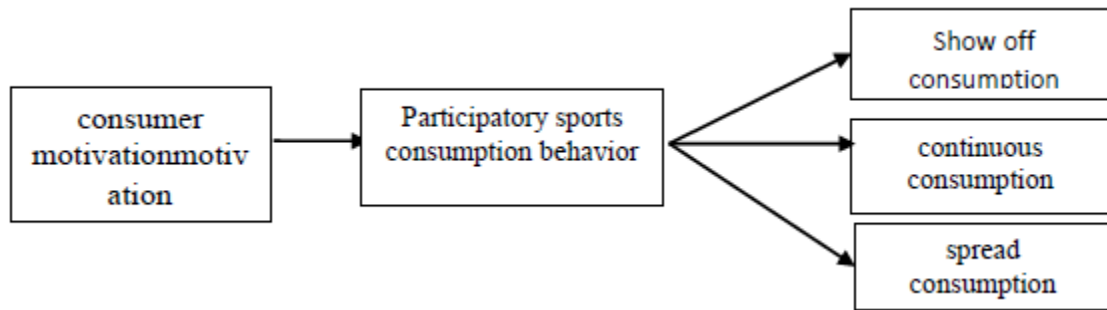


Figure 1. Influencing factors of urban residents' participation in sports consumption

3.1.4 Intrinsic and Extrinsic Motivation

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 commercial sports consumption, to analyze consumption motives, we need to analyze catering consumption and invite consumers. Why do we need to carry out continuous sports consumption? What key factors affect the inner nature of consumption, and what are the influencing mechanisms? It is a hot issue in current sports marketing research, and many literatures have shown and answered the deep psychological regulation of persistent sports consumers.

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 participation and determination to participate in education. From the perspective of organizational behavior, the residents are invited to participate in the behavior of consumption only if they participate in sports continuously. When researching sports motivation, we must correctly consider the psychological factors of the participants. I have done previous research, and we found that in the process of this research on sports consumption motivation, the motivation of sports consumption can be summarized as: entertainment motivation , five dimensions of self-esteem motivation, physical motivation, social motivation, and excitement motivation. His discussion on the motivation of participatory sports consumption also involved more consumption motivations for different items. Consumers have different attitudes and attitudes, and consumption frequency has been affected to a certain extent. Participatory sports consumption is multi-faceted, and participatory sports consumption includes participation in sports tourism as an integrated comprehensive sports consumption motivation;

(1) 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.

(2) 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. This kind of external motivation is affected by social norms, reward and punishment systems, recognition of others, and value judgments. The motives that are shaped by the environment and

society are what we usually call extrinsic motives.

4 Countermeasures and Suggestions

For a long time, China's sports consumption capacity has been in a stage of rapid development. The Chinese government has always paid attention to the construction of urban residents' sports consumption and sports national cultural consumption. Therefore, the following countermeasures and suggestions are put forward for the current research on the influence mechanism of Chinese urban residents' participation in sports consumption motivation on consumer behavior:

(1) The motivation for participating in sports consumption, whether it is conspicuous consumption or continuous consumption, is ultimately sports consumption, which cannot be divorced from the essence of sports consumption. Therefore, it is necessary to vigorously promote the positive function and positive influence of conspicuous sports consumption.

(2) Actively open a system for urban residents at different levels to participate in a continuous consumption increase path system, We need to build different levels of consumption systems according to the needs of consumers at different levels and consumption motives to meet the consumption needs of all levels, analyze the "demand side" of participatory sports consumption,

(3) Improve the consumption environment

The focus is on showing off Consumption will enhance urban residents' re-cognition of sports consumption, build a sense of social identity for conspicuous sports consumption, enhance the happiness of citizens' life, promote national consumption, and improve the quality of life,

(4) Build a behavioral market that promotes the motivation of Chinese urban residents to participate in sports consumption

(5) Strengthen active policies to promote the participation of Chinese residents in sports consumption, start with the characteristics of the current Chinese economy, find out the factors that affect the motivation of Chinese urban residents to participate in sports consumption on consumer behavior, build sports consumption markets in different regions according to local conditions, and increase publicity efforts And preferential policies, guide the residents through the motivation of participating in sports consumption, promote the regional sports consumption market, drive employment, and drive economic development.

Adhere to and develop "market-oriented", quantify and analyze the motivation of urban residents' "exercise and consumption, consumption and spirit, sports and fitness", truly clarify the influencing factors of urban residents' continuous consumption motivation, and provide residents Differentiated sports consumption supply provides an entry point. The main focus of the future development of the sports consumption industry is to form an ecological consumption chain that drives consumption through sports demand, and in turn creates demand through supply.

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