

# Study on Strategies to Enhance the Sports Consumption Ability of Chinese Residents

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## Abstract

With the rapid development of China's economy and the improvement of people's living standards, the demand for residents' sports consumption has gradually increased. However, the current level of Chinese residents' sports consumption is still low, and there are problems such as single consumption structure, insufficient consumption ability and imperfect consumption environment. To this end, this paper proposes strategies to improve the consumption capacity of Chinese residents' sports from three aspects: consumption structure, consumption capacity and consumption environment, including enriching consumer goods, improving consumption level and optimizing consumption environment.

## Keywords

Resident Sports Consumption; Consumption Structure; Consumption Ability; Consumption Environment; Strategy.

## 1. Introduction

With the rapid development of China's economy and the improvement of people's living standards, the demand for residents' sports consumption has gradually increased. According to statistics, the market size of China's sports industry reached 1.9 trillion yuan in 2018 and is expected to reach 5 trillion yuan by 2025. However, the current level of sports consumption of Chinese residents is still low, and problems such as a single consumption structure, insufficient consumption capacity and imperfect consumption environment still exist. Therefore, how to improve the sports consumption ability of Chinese residents has become an important issue.

This paper proposes strategies to improve Chinese residents' sports consumption ability from three aspects: consumption structure, consumption ability and consumption environment, including enriching consumer goods category, improving consumption level and optimizing consumption environment.

## 2. Optimization of Consumption Structure

The scale of China's sports market is expanding, but there is still a problem of unreasonable consumption structure. Optimizing the consumption structure can make more people participate in sports consumption and promote the development of sports consumption market. The following are several ways to optimize the consumption structure of sports in China:

### 2.1. Strengthen the Infrastructure Construction

Strengthening infrastructure construction is an important way to optimize the structure of sports consumption. The government can increase investment to build more public facilities such as stadiums and gyms, and improve the quality and quantity of facilities so that more people can easily engage in physical exercise and sports activities.

## **2.2. Introduce Diversified Sports Products**

Introducing diversified sports products is another way to optimize the structure of sports consumption. The government and enterprises can design and launch diversified sports products, such as fitness products, sports equipment and venue tickets, according to the needs and interests of different people, so that more people can participate in sports consumption.

## **2.3. Strengthen the Construction of Sports Industry Clusters**

Strengthening the construction of sports industry clusters is an important means to optimize the structure of sports consumption. The government can encourage enterprises to cluster in the same area to form sports industry clusters through preferential policies and other means, promote the synergistic development of upstream and downstream enterprises in the industry, and improve the economic benefits and social influence of the industry clusters.

## **2.4. Promote the Development of Sports Tourism**

Promoting the development of sports tourism is another way to optimize the structure of sports consumption. The government and enterprises can develop and promote various sports tourism products, such as golf tourism, ski tourism, etc., so that more people can integrate tourism and sports together and improve the diversification of sports consumption.

In conclusion, optimizing the structure of sports consumption in China requires the joint efforts of the government and enterprises to strengthen the construction of infrastructure, introduce diversified sports products, strengthen the construction of sports industry clusters, and promote the development of sports tourism in order to enable more people to participate in sports consumption and promote the development of sports industry.

## **3. The Improvement of Consumption Capacity**

Consumption capacity refers to the economic resources that consumers can dispose of in a certain period of time. At present, the sports consumption ability of Chinese residents is relatively low, especially the sports consumption ability of middle and low income groups is even weaker. Therefore, we should improve consumption capacity through the following aspects. Improving the sports consumption ability of Chinese residents is an important way to promote the development of sports industry. The following are several ways to improve the sports consumption ability of Chinese residents:

### **3.1. Raising the Income Level**

Raising income levels is the key to increasing residents' sports consumption capacity. The government can take a variety of measures, such as raising the minimum wage and strengthening employment training, so that more people can earn a higher income and thus increase the ability to consume sports.

### **3.2. Introduce Diversified Sports Products**

Launching diversified sports products is also an important way to improve residents' ability to consume sports. The government and enterprises can design and launch diversified sports products according to the needs and interests of different people, such as fitness products, sports equipment, stadium tickets, etc., so that more people can participate in sports consumption.

### **3.3. Strengthen Sports Education and Propaganda**

Strengthening sports education and propaganda is also an important means to improve residents' sports consumption ability. The government can increase the efforts of sports education, cultivate more sports talents and athletes, and improve people's knowledge and

participation in sports. Meanwhile, strengthening sports publicity can also increase people's interest and enthusiasm in sports and promote the development of sports consumption market. In conclusion, improving the sports consumption ability of Chinese residents requires the joint efforts of the government and enterprises to strengthen infrastructure construction, introduce diversified sports products, improve the quality and quantity of sports facilities, and enhance sports education and publicity in order to get more people involved in sports consumption and promote the development of sports industry.

## **4. The Optimization of the Consumption Environment**

Optimizing China's sports consumption environment is an important way to promote the development of sports industry. The following are several ways to optimize the sports consumption environment in China:

### **4.1. Strengthen the Regulation of Sports Industry**

Strengthening the regulation of sports industry is an important way to optimize the sports consumption environment. The government can establish a sound sports industry supervision system, strengthen the supervision of the sports market, crack down on counterfeit and shoddy products and price fraud and other improper behaviors, and protect the legitimate rights and interests of consumers.

### **4.2. Improve the Quality of Services**

Improving the quality of services is also an important means to optimize the sports consumption environment. The government and enterprises can strengthen staff training, improve service quality, improve service processes, and increase service efficiency so that consumers can enjoy a better service experience.

### **4.3. Increase Investment**

Increasing investment is another way to optimize the sports consumption environment. The government can increase investment in the sports industry, increase the quantity and quality of sports facilities and venues, and enhance consumers' consumption experience.

### **4.4. Strengthen Brand Building**

Strengthening brand building is also an important means of optimizing the sports consumption environment. The government and enterprises can strengthen brand building, improve brand awareness and reputation, so that consumers trust and are willing to choose these brands, thus improving the quality and efficiency of sports consumption.

### **4.5. Promote Sports Culture**

Promoting sports culture is an important way to optimize the sports consumption environment. The government and enterprises can strengthen the promotion of sports culture, so that more people can understand sports culture and enhance the cultural connotation and artistry of sports consumption, thus improving consumers' consumption experience.

In conclusion, optimizing the sports consumption environment in China requires the joint efforts of the government and enterprises to strengthen the regulation of the sports industry, improve the quality of services, increase investment, strengthen brand building and promote sports culture in order for consumers to enjoy a better sports consumption environment and promote the development of the sports industry.

## 5. Conclusion

This paper proposes strategies to improve the sports consumption ability of Chinese residents from three aspects: consumption structure, consumption ability and consumption environment, including enriching consumer goods category, improving consumption level and optimizing consumption environment. It is hoped that the research results of this paper can provide useful reference and reference for relevant departments and enterprises, and promote the improvement of Chinese residents' sports consumption ability.

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