An Analysis on Leisure Sports Industry Development and Consumer Demand --- Based on a Survey of Consumer Health Clubs in Beijing

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Abstract: In this paper, we study on related products to leisure sports industry by questionnaire on consumers in Beijing. We especially analyze the preferences of fitness and leisure sports product demand, research consumer psychology, consumer preferences, the impact of the Olympic Games for the residents to purchase leisure sports products, aimed at better understanding the needs of consumer motivation and preferences, to provide some constructive suggestions in order to better serve the leisure sports product development.

Keywords: Leisure sports products, consumer demand, the impact on Olympic Games

1 Introduction

Into the 21st century, we pleased our improved quality of life as well as we found a dramatic decline in our quality of life. Busy work makes people lose the freedom of activities, state of health seriously threatened. Then people began to try to find a physical and psychological way of true liberation, leisure sports have emerged, different forms of leisure and sports products to meet the diverse needs of people, leisure and sports industry have seen an unprecedented development trend. The success of the 2008 Beijing Olympic Games made people longing for this sports city, at same time demand for leisure sports products has also increased rapidly. This paper reviewed the studies of the information at home and abroad, researched through the questionnaire approach to investigate Beijing's consumer behavior for the leisure sports products, so as to provide marketing and product promotion methods for leisure sports industry.

With the disposable income of Chinese residents increased, and sports consumption as increasing people's daily life form is gradually moving towards the mass and continue to develop into an inevitable trend. The essential feature of leisure sports activities are mainly two aspects. Leisure sports is the unity of material and spirit, physical and intellectual, physical activity and mental activity. When people engaged in leisure sports activities, the form is a physical movement of people, but the highlight is the change of human spiritual activity. People can experience the fun of leisure sports and people's spiritual ideas can be generated in the success and failure, competition and cooperation, the smooth and setbacks. In order to understand different consumer demand and consumer behavior patterns on leisure sports products, many scholars studied on the status of leisure sports industry and its consumption. From the emergence and development of leisure sports conditions, Hu Xiao-ming[1] states that an important symbol of the leisure socialization is urbanizing population. Urbanization provided the necessary facilities for the sports leisure activities. Urbanization has been studied the leisure sports consumption of urban citizens in Region of Zhujiang Delta. Cai Jun[4] take Beijing and Shanghai as example, compared with sports consumption of the eastern and western urban citizens. A series of related studies have shown that[5]-[6], Leisure sports consumption motivation of urban citizens is definite, leisure mode have diversified development and level of income significantly affected on leisure sports consumption. At the same time, some scholars[7]-[8] analyzed
college students & women's sports consumption level and consumption structure.

2 Research Method

This paper studies consumption and demand for Leisure sports products by using questionnaire, which covers personal information, demand motivation and preferences of leisure sports product, experience and evaluation for fitness and leisure sports product. The investigation period is from end of February to end of March 2009. Research team in Beijing conducted a survey of consumers participate in recreational activities in Haosha fitness health club. We gave out 124 questionnaires in total, retrieved 101 questionnaires. The respondents of personal information in Table 1

<table>
<thead>
<tr>
<th>characteristic</th>
<th>value</th>
<th>respondent</th>
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<th>respondent</th>
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<tr>
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<td>20 &amp; under</td>
<td>9.72</td>
<td></td>
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<td></td>
<td>21~35</td>
<td>70.22</td>
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<td>36~45</td>
<td>11.93</td>
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<td></td>
<td></td>
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<tr>
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<td>45 &amp; over</td>
<td>8.13</td>
<td></td>
<td></td>
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<td>vocation</td>
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<td>residence</td>
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<td>medical care personnel</td>
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<td>1500 or less</td>
<td>12.52</td>
<td>armyman</td>
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<tr>
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<td>29.81</td>
<td>artistic worker</td>
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<td>39.19</td>
<td>retired</td>
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<td></td>
<td>5000 more</td>
<td>18.48</td>
<td>others</td>
<td>20.24</td>
<td></td>
</tr>
</tbody>
</table>

3 Process of Research and Analysis

3.1 Analysis of consumer psychology

With the improvement of people's living standards, select the scientific, civilized and healthy leisure sports products have become an integral part of life. The survey to the citizens consumption desire of the leisure sport products showed that 90.41 percent of the respondents expressed it's necessary, 9.59% of the respondents indicated that there was no need. Among them have already purchased the Leisure
sports products accounts for 94.6%, did not buy leisure sports products account for 5.4%.
In the people's choice purposes for leisure sport products, choose physical health and leisure recreation, accounting for 40.5% & 28.7% respectively. The former is the largest consumers group. In influenced people's demand factors for leisure sports products, interests & hobbies and personal health are important factors. In the consumer purchasing channels for the leisure sports products, people get leisure sports products information are mainly from the relatives and friends, which account for 33.4%, and product promotion activities account for 30.7%.

3.2 Analysis of consumer preference
The survey showed that there is diverse characteristics in the citizens of leisure sports consume spending, the types of diversification of leisure sports products offer people the space for freedom of choice. To buy sports clothing, footwear accounted for 25.4%, followed by fitness and leisure sports products 23.4%. Purchase fitness equipments 20.6%, sports and information consumption 19.7%, watch sports competition 10.9%. In this survey, 23.4% of urban citizens are willing to pay into the stadium for sports events. The results show that the residents had a fundamental change in consumption concept, with rising the people's standard of living and a wide variety of leisure sports products & fitness project development, people is really willing to spend money to conduct physical fitness than ever before.

In the interviewees preferred category of fitness and leisure products, 77.9% of the people to choose running, ball games leisure products, in which 48.8% of people have bought these two kinds of fitness and leisure products. 38.2% of people go to the gym with the two peers, while they can share their feelings, relax and relieve stress during the fitness.

3.3 Consumer behavior analysis
The survey found that consumers’ spending money on leisure products each year is usually in proportion toward their income. With the continuous improvement of people's living standard, people's consumption in leisure sports products will also increase. The largest number of people participate in fitness and leisure sports activities on the weekend. In contemporary society, people work and learn under heavy pressure. They go to the gym for physical exercise, at the same time they can give themselves decompression. It's also a good place to go to the gym for get-together of friends on the weekend.

People on the fitness choice of indoor and outdoor places is no specific requirements, because the fitness and leisure sports product categories varied, there are also suitable for indoor or outdoor, and one can choose indoor or outdoor fitness areas according to each fitness item characteristics and their own preferences.

3.4 Olympic Games impact on the residents to purchase leisure sports products
The survey found that the Olympic Games impact on residents’ input costs (36.2%), the investment of time (33%) and input of the leisure sports product information (30.8%). All of above people’s input has all increased.

After the successful hosting of the Beijing Olympic Games, people also have a new awareness and interest in leisure sports. A lot of people concerned and involved about the Olympic Games, at the same time they derived a happy and healthy from it, and they are full of enthusiasm and desire of leisure sports. They closely linked with the Olympic Games. Their subconscious enhances their love for sports. Especially increasing the choice of fitness and leisure products than in the past, fitness and leisure products have a larger space for development.

3.5 Satisfaction of consumer fitness and leisure sports product
A few years ago, go to the gym to participate in fitness activities is a kind of status symbol. As people's incomes increase, the concern of sports and rapid development in fitness industry, people in the concepts and consumption levels have accepted the fitness and leisure products, especially in big cities like
Beijing, fitness and sports products tend to mass consumption. In order to understand consumer fitness and sports products satisfaction, this study conducted an investigation. The results showed that Beijing residents’ overall assessment of fitness and leisure sports products as following: excellent 36.2%, good 42%, average 19.2%, worse 2.6%, and poor 0%.

The prices and service quality of fitness and leisure sports products are the two major factors that determine the residents’ leisure sports consumption concept and consumption choice. Survey showed that: the majority of respondents (91.3%) considered that the types of fitness and leisure sports products are a rather complete and can meet their individual needs. 56.5% of the respondents to the quality of the fitness product gave a positive evaluation. In the evaluation of the product price, there are more than a quarter (26.2%) of respondents were not satisfied with. The survey showed that price and quality is still a major factor that influenced the demand in the market. Fitness clubs and organizations should do their best to satisfy consumer's demand and provide high quality products and services at a competitive price.

4 Conclusion

4.1 To strengthen the new product development and promotion
Overall, people hold a positive attitude towards consumption of leisure sports products. The survey showed that more than 90% of the respondents believed that consumption is a necessary. With people's living standards & income increases and the emergence of the phenomenon of sub-health, more and more people choose leisure sports products for the purpose of physical fitness, leisure & entertainment and hobbies. People are increasingly willing for their own health and individual needs to pay additional money. Fitness club and organizations should develop new products based on different time and stages of people's demand for leisure sports products, and increase promotional efforts through various channels to reach more consumers.

4.2 Attention to the needs of middle-income groups
Consumer survey results showed that with the rising in income levels, consumption purposes, leisure time, sports programs and sports venues also will have diverse demands. People have a stratified consumption trend for the sports consumption in the leisure time. The more wealthy consumers, the more ample leisure time to arrange abundant leisure sports activities. Consumers on leisure sports products preference show a diversity trend. Organizations should strengthen the development of new products, and develop different levels of leisure sports products according to different levels of consumer’s expenditure. Especially increase promotion to the middle class consumers, who have a stable income, rich payroll. These consumer groups are pillars in fitness and leisure products consuming.

4.3 To seize a good opportunity of the Olympic Games
The success of the Beijing 2008 Olympic Games, not only provided one of the most extensive stages for our country to the world to fully demonstrate their diligence and wisdom, but also affected the urban residents’ consumer behavior, on the leisure sports products. 50% of the respondents considered that the Olympic Games impacted on their consumption of leisure sports products, embodied in the input cost increases, the investment of time increases and pay more attention to leisure sports product information. Organizations can develop those popular consumer products and health projects that people are interested in the Olympic Games, and can be accepted by in reality, which can not only meet the consumer’s physical health, but also meet consumer leisure & entertainment purposes.

4.4 Speed up the construction of sports & fitness stadiums
Local governments and relevant departments should strengthen the overall development of sports consumption of urban residents, speed up the construction of sports facilities for urban residents, improve and develop existing sports venues and facilities’ quality of service. Community is the main space for urban residents’ leisure life. Organizations can develop various sports recreation and shopping
sites according to residential community population size, personal quality, personality preferences and consumption levels and more residents have the opportunity for leisure, fitness and consumption nearby.

4.5 Construction of multi-level, high-quality leisure and sports service system
Different levels of urban dwellers have different values and consume attitudes, so we should build multi-level, high-quality leisure sports service system that government, society and organizations can participate in. The government should not only encourage the social forces to work together to cultivate suitable sports consumer market for different levels of groups, but also should make more efforts in improving the recreational sports facilities. At the same time, cultivate a professional team of social sports instructors, train more people into physical fitness activities, so as to drive the development of leisure sports products.

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