

# Psychological Analysis of Sports Consumers and Its Application in Rural Collective Economy Industry

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## Abstract

The research aimed to explore the psychological analysis of sports consumers and its application in the rural collective economy industry. Select the top six cities in GDP ranking, namely (A city, B city, C city, D city, E city, F city), in each city, 4 out of 24 comprehensive operational sports and fitness service enterprises with fitness projects as their main business were selected based on consumer satisfaction, and 600 consumers' consumption behaviour was randomly selected as the research object. In terms of purchasing attitude, the most significant impact is the substantive stimulus among the stimulus factors, the correlation coefficient between the two is as high as 0.789, indicating that consumers' actual purchasing attitude is still influenced by factors such as the quality and function of sports products or the relevant services and prices provided in sports consumption venues. The product information reflected in stimulating factors and the consumer's own nature reflected in external factors are interrelated, which plays an important role in influencing consumer preferences and adjusting real consumption behaviour. The study also contributed a significant results which suggest the need for sports businesses to prioritize service-oriented offerings and invest in product quality and facilities to enhance consumer satisfaction and stimulate sports consumption.

**Keywords:** Sports Consumers; Psychoanalysis; Collective Economy.

## Introduction

Collective economy is an economic form in which collective members achieve common development on the basis of shared resources. The collective economy is not only an important part of the socialist public economy, but also the economic basis for achieving common prosperity, community solidarity and effective governance in the vast rural areas. Before the reform and opening up, the socialist collective economy made significant contributions to improving agricultural productivity and helping countries accumulate industrialization (Zhang, 2021). After the reform and opening up, the development of industrialized collective economy in southern Jiangsu and other regions has promoted the "sudden rise" of township enterprises, and many villages have obtained the opportunity of common prosperity under the market-oriented environment. At present, although village level collective development is facing various difficulties, the country still advocates for strengthening the collective economy. The collective economy, as a cohesive force and governance resource, still has enormous value for rural governance and urbanization. Collective economy is not only a type of "rural public financial resources", playing the role of "second finance", undertaking a large number of public services that should be provided by the government, but also a social solidarity mechanism that plays an important

role in maintaining village governance. The secretary once pointed out that the weak strength of rural collective economy is the crux of the lack of vitality in grassroots work. The weakened collective economic strength is like a mud bodhisattva crossing a river, and it is difficult to protect one. We are not unable to establish rural social welfare and social security programs, nor can we meet the cultural and living needs of the people. The collective economic strength is a strong backing for the construction of rural spiritual civilization. The implementation of collective economy is not only influenced by market forces, but also closely related to macroeconomic policy changes (Chen et al., 2022).

Sports consumption is divided into participatory, ornamental, and physical sports consumption (Yi, 2014; Zhou et al., 2022). Under the B2C e-commerce model, sports consumption mainly refers to physical sports consumption, so sports consumption behaviour mainly refers to a series of behaviours in the process of purchasing physical sports products (De Martelaer et al., 2014; Gupta, 2014; Ren, 2016). With the further development of the economy and the sharp increase in the number of netizens, the e-commerce market will also further develop and improve (Sha, Huang, & Jin, 2021). With the changes in shopping concepts and behaviour patterns of sports consumers, more and more sports consumers purchase related sports products through B2C e-commerce

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enterprises and platforms (Ren, 2016; Zhou, 2015). In the B2C e-commerce model, sports consumption behaviour can also be seen as a new way of behaviour and trend for sports and people to enjoy the process of life. Through B2C e-commerce enterprises and platforms, the development and implementation of sports consumption behaviour enable sports consumers to integrate this new behaviour into modern life and continuously expand. The sports industry is an emerging sunrise industry, while e-commerce is a new economic form; both have enormous development potential and have a huge driving force for social and economic development. And based on the sports consumption behaviour under the B2C e-commerce model, it plays an irreplaceable role in promoting the development of related sports industries and improving people's modern living standards (Nooitgedagt et al., 2022). B2C electronic enterprises have invested more funds, management talents and other resources into the e-commerce market, applied more network technology, and effectively promoted the development of the e-commerce market (Liu et al., 2021). However, there are many problems with the B2C e-commerce model, leading to difficulties in the development of some B2C e-commerce enterprises. The development data of B2C e-commerce enterprises in recent years shows that capital investment far exceeds income, and the main B2C e-commerce enterprises are still in a loss state. In order to attract more netizens to engage in sports consumption and develop potential sports consumption markets, B2C e-commerce enterprises adopt a "burning money" approach to marketing, investing a large amount of financial, material, and human resources to attract consumers, increasing enterprise costs. This situation also exists in related B2C sports e-commerce enterprises. At present, the B2C e-commerce market is mainly represented by Tmall, JD.com, Haolemai, etc., but the proportion of related sports consumption in the total sales of these major B2C e-commerce enterprises is relatively low. This fully demonstrates that in B2C e-commerce, sports consumption is severely lagging behind (Lee & Kim, 2022).

In explaining the new round of transformation and development of rural collective economy in metropolitan suburbs, the degree of closeness between urban and rural areas is a theoretical analysis perspective that deserves attention. As shown in Figure 1, the main "family foundation" of rural collective economy was accumulated during the era of relatively loose urban-rural relations, at that time, national and local policies were relatively loose, and the tension of land resources and ecological environment was not severe, rural industry in the suburbs had significant development, and many villages still had good sources of collective income even after the restructuring of rural collective enterprises. With the urbanization expansion of the metropolis Shanghai and the urbanization of the suburbs themselves, land resources are becoming increasingly scarce, and ecological environmental pressures are becoming increasingly prominent, national policies and local development rationality increasingly require the implementation of a policy system under a close urban-rural relationship, especially, strict land use policies and planning systems should be implemented, as well as reducing rural development autonomy and promoting the "de industrialization" development of suburban villages. Under this local policy paradigm, there is a significant increase in transformation pressure on the rural collective economy in the suburbs: On the one hand, the rural collective economy in the suburbs is no longer able to continue to benefit from rental economy in rural industries. On the other hand, as an important resource for rural revitalization, social governance, and social unity, the rural collective economy in the suburbs needs to continue to be preserved and strengthened. Under the pressure of transformation caused by this tight urban-rural relationship, the rural collective economy in the suburbs of Shanghai, the metropolis, can only find new ways out under the trend of "de industrialization", in order to achieve a new form of land intensive and eco-friendly development that can meet the rational needs of urban development.

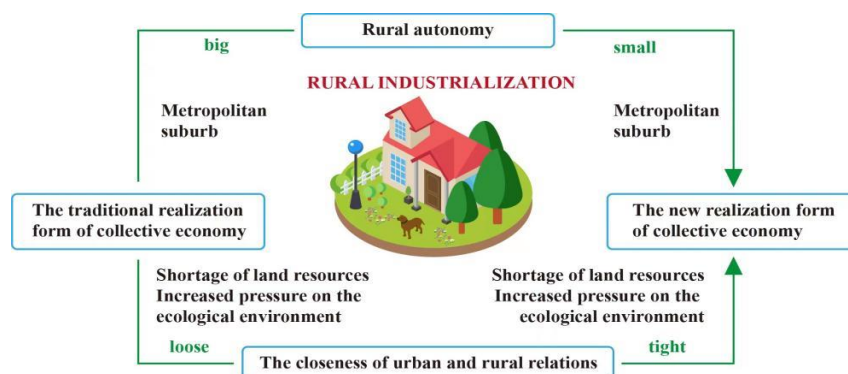


Figure 1. Transformation of the Implementation Pattern of Rural Collective Economy in Suburbs of Metropolis.

This study is based on the current social development situation in China and takes knowledge related to economics as a foothold. It not only considers consumer science and sociology, but also utilizes behavioral knowledge to conduct a detailed survey by distributing questionnaires. Taking urban residents in Zhejiang Province as the research object, this study explores their purchasing situation and behaviour in sports consumption, and analyzes its source and nature. Taking consumer sports purchasing behavior as the research direction, for residents living in economically advanced areas, analyse the current situation of residents' sports consumption activities and grasp the various factors that affect them. At the same time, according to the theoretical model of Howard Shays Consumer behaviour, this paper discusses the relationship between the four factors that affect consumers in all aspects of purchasing activities. On the one hand, it helps to guide consumption reasonably; On the other hand, it contributes to mobilizing and integrating the supply of the sports consumption market, thereby addressing the supply-demand contradiction and promoting further improvement of service levels. This study has significant reference significance in improving the economic level of Zhejiang Province, promoting its sports consumption market to become more prosperous, and promoting the rapid development of the sports industry. The study segregated into five sections, which starts from the introduction that circles the context and purpose of the study. This is followed by a comprehensive literature review, delving into existing research on sports consumer consumption behavior. The third chapter focuses on the research methodology, outlining the adopted approaches, including field investigations, questionnaire surveys, and data statistics. The subsequent chapter presents the data analysis and results obtained from the study. Finally, the fifth chapter comprises a thoughtful discussion and conclusion, summarizing the research findings and exploring their implications for understanding sports consumption behavior among urban residents in a certain province.

## **Literature Review**

With the improvement of productivity and the development of China's reform and opening up, people's overall living standards have reached unprecedented heights. From the perspective of consumption, the consumption structure is constantly improving. In the consumption structure of residents, in addition to the survival consumption that occupies the main position, the proportion of developing consumption and enjoying consumption is gradually increasing. As one of the contents of development and enjoyment of consumption, sports consumption has also

been greatly promoted, which is a natural pursuit of people after a prosperous life and a manifestation of social civilization and progress. Sports consumption, due to its ability to meet people's various needs, has increasingly become an important part of modern society's daily consumption (Roberts, 2006; Trexler et al., 2015). In economically developed regions, sports consumption has already accounted for a large proportion of people's leisure consumption. The increase in sports consumption level has changed the traditional consumption structure of residents and improved their quality of life.

China's accession to the WTO and the successful hosting of the Olympic Games in Beijing in 2008 have effectively driven the development of China's sports industry and the improvement of residents' sports consumption level (Hong, Wu, & Xiong, 2013; Zhang, 2015). The competition in the sports market has also become more intense. Sports organizers and related enterprises must further understand the different characteristics and laws of different stages in the decision-making process of Chinese residents' sports Consumer behaviour, so as to truly adapt to the marketing concept of "market-oriented and consumer centered". How to live a healthy life for the general public in the new century, that is, how to improve the quality of life for the general public, has become an important issue that needs to be urgently solved in modern society. Based on this, reasonably guiding modern residents to carry out healthy and scientific sports fitness and consumption activities is bound to become one of the important contents of the development of sports in the 21st century. Sports consumption has a significant impact on the change of the entire consumption structure and the transformation of consumption patterns, and has significant theoretical and practical value in promoting the development of social productivity, enhancing national quality, and improving social civilization (Luo & Chen, 2023; Wang, 2013).

Due to the gradual improvement of China's economic level, the comprehensive construction of a moderately prosperous society has been rapidly promoted. As for the Chinese economy, its upward trend has gradually transitioned from supply constrained to demand constrained. To ensure the stable development of the Chinese economy, it is necessary to rely on the power of domestic demand. Due to the gradual change in people's consumption concepts and the close connection between consumption and production, consumption will continue to have a significant impact on economic development. At the same time, residents' consumption concepts have gradually changed, and the demand structure has also been readjusted. The income and consumption levels of urban residents are developing rapidly, and residents are gradually beginning to have higher

requirements for their living standards. Maslow, a famous American psychologist, published a highly influential hierarchy of needs theory, which reflects the diverse characteristics of consumer needs. According to the trend of rapid improvement in sports consumption level and the enormous influence of the sports economy, in order to promote its broad development space, the country will gradually deepen its attention to the sports consumption market.

The different trends in prolonging lifespan and the increasing inequality in age of death have prompted people to conduct the latest research on late mortality rates. Early studies have identified healthy behaviour, childhood, psychosocial, and material conditions as key determinants of life expectancy, but the role of psychological factors remains a controversial topic. This study evaluated the mediating effects of secondary control strategies (subjective age) and primary control abilities (perceptual control) on socio-economic (wealth and education) inequality in post 67 mortality rates from the perspective of life course development. The data is sourced from the second wave of Norwegian life history, aging, and generational studies (N=1432, ages 67-85). During an average follow-up of 9.6 years, a total of 366 deaths were observed. Veenstra, M measured perceptual control through Pearlin and Schooler scales. SA is measured by a score based on the difference in the ratio between perceived age and ideal age. Perform a stepwise Cox proportional risk regression analysis to analyze the relative contribution of SES (education and accumulated wealth), perceived age and ideal age differences, and sensory control to the 11 year mortality rate. The research results indicate that lower wealth levels and perceived control independently predict an increase in elderly mortality within 11 years. The difference in ideal age between feeling younger and younger is positively correlated with perceived control, but cannot explain the additional changes in lifespan in elderly people. The research findings have increased the interdisciplinary field of socio-economic inequality in elderly mortality rates and emphasized the special importance of structural conditions (wealth), as well as the continued importance of primary control abilities (perceived) for lifespan beyond 67 years old. Future research may assess in more detail how wealth and perceptual control complement each other in promoting healthy aging and longevity, for example, through Longitudinal study, including the role of important life events in the second half of life in different Welfare state (Veenstra, Løset, & Daatland, 2021). Previously, researchers reported that athletes undergoing anterior cruciate ligament reconstruction (LCA) showed enhanced performance after long-term intensive training.

However, the impact of eccentricity and reinforcement training on the measurement of isokinetic strength and psychological state of male athletes has not been tested yet. Understanding the effects of eccentric and intensive training can help better plan and plan rehabilitation courses, leading to a return to sports. Kasmi attempted to compare the effects of three different rehabilitation training programs (Kasmi et al., 2023).

To explore the psychological analysis of sports consumers and its application in the rural collective economy industry. Select the top six cities in terms of GDP, namely (City A, City B, City C, City D, City E, and City F). Among 24 comprehensive sports fitness service enterprises in each city, 600 consumers behaviour are randomly selected as the research object according to consumer satisfaction. Due to differences in regional conditions, economic development level, cultural and educational development level, population composition, local customs and habits, it is inevitable that residents in different regions will have different sports consumption awareness, concepts, value orientations, consumption methods, behaviour, and other aspects. Based on the investigation and analysis of the current situation of sports consumption attitude, motivation, consumption mode, consumption level and factors affecting Consumer behaviour of urban residents in city A, this paper grasps the scale, characteristics and laws of their participation in sports consumption activities, and discusses the development prospects of residents' participation in sports consumption. The research on the sports Consumer behaviour of residents in city A is of great practical significance for prospering the sports market in city A and promoting the development of sports in Qingdao. It has reference value for the whole sports consumption research, and plays an enlightening role to a certain extent.

## Research Objects and Methods

### Research Subjects

According to the 2022 Statistical Yearbook of a certain province, select the top six cities in GDP ranking, namely (A city, B city, C city, D city, E city, F city), in each city, 4 out of 24 comprehensive operational sports and fitness service enterprises with fitness projects as their main business were selected based on consumer satisfaction, and 600 consumers' consumption behavior was randomly selected as the research object (Roth et al., 2023).

### Research Concept

#### (1) Sports consumption structure

The structure of sports consumption can reflect the proportion of sports and services purchased by people, that



is, the proportion of sports consumption materials purchased by people when consuming sports products. Physical and service-oriented sports consumption are two external manifestations of sports consumption, in order to analyze the sports consumption structure of urban residents in a certain province more deeply, we first understand the concepts of physical and service-oriented sports consumption:

① Physical consumption of sports refers to the purchase of sports lottery tickets, sports equipment, sports clothing, shoes and hats, and subscription to sports newspapers and magazines;

② Sports service consumption refers to the venue fees paid for fitness consulting, purchasing tickets for sports competitions or performances, participating in sports training classes, and participating in sports exercises.

#### (2) Sports consumption behavior

When people have the desire and demand for consumption, corresponding consumption behaviors will occur. In this process, consumers will take a series of actions towards the product or service, such as seeking, selecting, purchasing, using, evaluating, and ultimately disposing of it, both the subjective psychological and objective material activities of consumers will affect their consumption behavior. The author's research object is consumer behavior in sports and fitness clubs, therefore sports consumption behavior is defined as: Residents are based on their own conditions and consumption desires, with a full understanding of sports knowledge and functional value as the premise, finding, purchasing, and using sports goods, services, and services is the process by which consumers generate purchasing intentions, make purchasing decisions, and engage in purchasing behavior (Paoletti et al., 2023).

### Research Methods

#### (1) Literature Method

With the help of the Internet, we have consulted monographs, relevant materials, and statistical data related to the study of sports consumer consumption behavior, we have also borrowed from core journals and relevant literature at home and abroad, so that the author can have evidence to rely on in their research.

#### (2) Field Investigation Method

In order to make this more convincing, data and information more accurate and rich, on-site investigation method is adopted. In order to study the consumption behavior of urban sports consumers, on-site investigations were conducted in fitness clubs in six cities, including A, B, C, D, E, and F.

### (3) Questionnaire Survey

#### ① Preparation of questionnaire

In order to make the survey more detailed and comprehensive, the questionnaire content includes the basic situation of urban residents in a certain province, as well as sports consumption needs, motivations, preferences, behaviors, specific content, structure, etc. The questionnaire involved consists of two parts: A survey on the basic situation of urban residents in a certain province and their sports consumption content and behaviour.

#### ② Distribution and collection of questionnaires

The author's survey targets consumers who engage in consumption activities in sports consumption venues. A total of 600 questionnaires were distributed and 564 were collected, of which 525 were valid questionnaires with an effective rate of 87% and a recovery rate of 94% (Paul & Schröder-Butterfill, 2022).

#### ③ Validity and reliability testing of the questionnaire

The design of the questionnaire structure is based on the "Howard Shays Consumer Behaviour Theory", and the validity of the questionnaire is 0.837, this indicates that the self-made questionnaire has high validity. In addition, the designed problem not only passed the evaluation of experts, but also underwent multiple modifications and improvements.

In order to test the credibility of the questionnaire, the author adopted a retesting method, making the survey data more reliable and the survey results more credible. 25 consumers from fitness clubs were selected as the survey subjects, and two measurements were conducted with an interval of two weeks, the correlation coefficient between the two surveys was 0.813, indicating a high reliability of the questionnaire (Castellini & Graffigna, 2022).

#### (4) Data Statistics Method

On the basis of screening and organizing the original survey data, descriptive statistics were conducted using SPSS17.0 statistical software.

## Research Results and Analysis

### Analysis of the current situation of sports consumption content and structure among urban residents in a certain province

#### (1) Content and Structure of Sports Consumption

The structure of sports consumption can reflect the proportion of sports and services purchased by people, that is, the proportion of sports consumption materials purchased by people when consuming sports products. Physical and service-oriented sports consumption are two external manifestations of sports consumption, in order to

analyze the sports consumption structure of urban residents in a certain province more deeply, we first understand the concepts of physical and service-oriented sports consumption:

① Physical consumption of sports refers to the purchase of sports lottery tickets, sports equipment, sports clothing,

shoes and hats, and subscription to sports newspapers and magazines;

② Sports service consumption refers to the venue fees paid for fitness consulting, purchasing tickets for sports competitions or performances, participating in sports training classes, and participating in sports exercises (Sato et al., 2023).

**Table 1**

*List of Sports Consumption Contents of Urban Residents in a Certain Province*

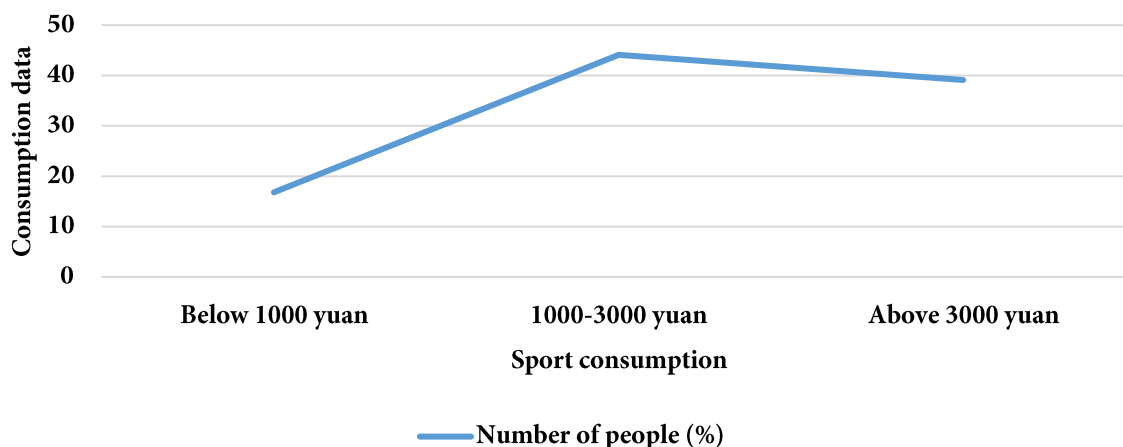
Sports Consumption Content	Number of People	%	Sort
Buy sports apparel shoes and hats	196	37.3	1
Buy sports equipment	112	21.3	2
Subscribe to sports newspapers and magazines	39	7.5	3
Buy sports lottery tickets	45	8.5	4
Venue fees paid for participating in physical exercise	149	28.4	5
Buy sports games or show tickets	23	4.4	6
Take part in sports training courses	33	6.2	7
Fitness consulting	21	4.0	8

According to the survey (Table 1): The highest proportion of sports consumption among urban residents in a certain province is "purchasing sports clothing, shoes, and hats", accounting for 37.3%, the second category is "venue fees paid for participating in physical exercise", the third category is "purchasing sports equipment", and the lowest proportion is "fitness consultation", accounting for 4% of the respondents. Overall, in the sports consumption of urban residents in a certain province, physical sports consumption accounts for a relatively large proportion, while service sports consumption accounts for a relatively small proportion. But we also found that in the selection of sports consumption content for urban residents in a certain province, "participating in physical exercise at paid places" ranks second, indicating that the focus of residents' sports consumption is gradually shifting towards service-oriented sports consumption. At present, the consumption structure of a certain province is undergoing changes, gradually moving towards affluent consumption,

accompanied by an increase in residents' income, the tertiary industry will usher in new development, and to some extent, it can also promote the development of sports consumption, service sports consumption has strong development potential (Yu, Gao, & Yukari, 2022).

## (2) Sports Consumption Level

The level of sports consumption refers to the degree of satisfaction of individual or family sports consumption needs during a certain period, reflecting the level of residents' sports consumption in a certain period from a quantitative perspective. By investigating the income of urban residents in a certain province, it was found that it is mainly the middle and high income individuals who engage in sports consumption, providing a prerequisite for urban residents' sports consumption. By studying the annual sports consumption of urban residents in a certain province, the level of sports consumption among urban residents in that province was analyzed.



**Figure 2.** Overview of the Annual Sports Consumption of Urban Residents in a Certain Province.

According to the survey (Figure 2): The annual sports consumption of urban residents in a certain province is ranked from low to high, with the lowest being "below 1000 yuan", accounting for 16.8%, the second is "over 3000 yuan", accounting for 39.1%, and the highest is "1000 3000 yuan", accounting for 44.1%. From this, it can be seen that the proportion of middle-aged consumption expenditure on sports among urban residents in a certain province is relatively large, ranging from 1000 to 3000 yuan. In this part of consumption expenditure, it is mainly used for two major parts: "going to sports and fitness venues for consumption" and "purchasing sports clothing, shoes, and hats" (De Almeida et al., 2023).

#### Analysis of the Formation Mechanism of Sports Consumption Behavior Among Urban Residents in a Certain Province

The meaning of mechanism refers to the structure, function, and interrelationships of organisms, analyzing

the formation mechanism of consumer consumption behavior, mainly exploring the interrelationships between the four factors that affect consumer behavior, using the method of correlation analysis, by analyzing which factors have mutually reinforcing effects through data analysis, feasible suggestions can be made.

#### (1) The Relationship Between Stimuli and Intrinsic Factors

In the Howard Shays model, the stimulating factors of consumer behavior stimulate the generation of purchasing behavior, and it has an impact on the psychological activities of consumers, as consumer psychological activities, internal factors strengthen consumers' willingness and attitude to purchase products through awakening needs, driving motivation, and consumption preferences, which directly affect actual consumption behavior.

**Table 2**

*Analysis of Contribution Values of Stimulus Factors*

	Consumer Demand	Consumer Preference	Consumer Motivation
Parenchymal stimulation	43.551	53.604	15.893
Sign stimulus	32.620	30.006	26.203
Social stimulus	23.829	16.390	57.904

Firstly, through the analysis of the contribution values of stimulus factors to intrinsic factors (Table 2), it can be seen that, the overall contribution of stimulus factors to consumer demand among internal factors is relatively low, and the impact is not significant. Consumer motivation is greatly influenced by "social stimuli" and has a higher contribution value. From the table, it can also be intuitively

seen that substantive stimuli have a higher contribution value to consumers' consumption preferences, from this, it can be inferred that modern sports consumers pay more attention to the venue facilities, product quality, service quality, and price of sports consumption venues in the process of sports consumption, and decide whether to purchase through the judgment of these factors.

**Table 3**

*Correlation Analysis of Stimulus Factors and Intrinsic Factors*

	Consumer Demand	Consumer Preference	Consumer Motivation
Parenchymal stimulation	0.264	0.015	0.806**
Sign stimulus	0.375	0.413*	0.402*
Social stimulus	0.397	0.790**	0.341

\* Represents  $P < 0.05$ , and \*\* represents  $< 0.01$

Secondly, through the correlation analysis between stimulus factors and intrinsic factors (Table 3), it can be seen that, the correlation coefficient between substantive stimulus and consumer demand is 0.264, and the correlation coefficient between symbolic stimulus and consumer demand is 0.375, the correlation coefficient between social stimulus and consumer demand is 0.397, with P-values greater than 0.05, indicating that the stimulus factors have no significant impact on the intrinsic

needs of consumers themselves. With the rapid development of today's society, people's understanding and understanding of sports consumption have gradually matured, their inner demand for sports consumption is gradually forming, so stimulating factors cannot greatly promote the growth of consumer demand.

At the level of consumption motivation, the correlation coefficient between substantive stimulus and consumption motivation is 0.015, with a low degree of correlation, the

correlation coefficient between symbolic stimulus and consumption motivation is 0.413,  $P < 0.05$ , it indicates that there is a statistically significant correlation between these two factors, and it can be inferred that consumers' motivation will be influenced to some extent by symbolic stimuli, in the process of conveying product information through the internet, media, newspapers, magazines, and others' word-of-mouth, consumers' motivation for sports consumption will also be strengthened, this test result also provides a message to the suppliers of sports products and services: We need to scientifically improve the dissemination methods and channels for the functions, value, quality, and price of sports products and services themselves, so that they can evolve and become more widespread. The correlation between social stimulation and consumption motivation is particularly significant, the correlation coefficient is as high as 0.790, indicating that the strength of consumer motivation is more susceptible to social stimuli, in the social process of interpersonal communication, people's consumption behavior is largely

influenced by their family, friends, and related groups, and the types of consumption motivations are also affected accordingly. In terms of consumer preferences, it can be seen from the table that substantive stimuli have the highest degree of correlation with them, with a correlation coefficient of 0.806, this further indicates that consumers' perceived preference choices are highly correlated with the various contents provided by sports consumption venues. From this, it can be seen that consumers tend to consume rationally, in the process of consumption, they are more concerned about the various factors provided in sports consumption venues, such as related services, technical guidance, prices, venue facilities, etc, these factors act on internal factors, affecting consumers' psychological activities and whether to purchase. The author believes that the supply side of sports products should focus on considering the quality, function, and service of sports consumer goods, sports consumer venues should focus on improving venue facilities and improving service quality in order to cater to consumers' choices and meet their needs (Rogers, 2021).

**Table 4**

*Correlation Analysis of Consumer Behavioral Stimuli and Response Factors*

	<b>Know and Understand</b>	<b>Purchase Attitude</b>	<b>Decision Making in Purchasing</b>
Parenchymal Stimulation	0.122	0.745**	0.789**
Sign Stimulus	0.605**	0.393	0.353
Social Stimulus	0.406*	0.351	0.412*

## **(2) The Relationship Between Stimulus Factors and Response Factors**

According to the Howard Shays model, the stimulating factors of consumer behavior should act on internal factors, ultimately leading to consumer behavior, where there is a correlation between the stimulating and reactive factors. In order to verify whether this relationship is reflected, correlation analysis was conducted between the three indicators of consumer behavior stimuli and the various indicators of response factors. From Table 4, it can be seen that the correlation between substantive stimuli and consumers' understanding is not significant, and the inferred reasons are as follows: Consumers cannot perceive the function of sports consumption solely by looking at the facilities, equipment, or services within the consumption venue, instead, it is necessary to convey symbolic stimuli, promote functions, quality, and related services through the supply side of sports products, therefore, there is a high correlation between consumers' understanding and symbolic stimuli, with a correlation coefficient of 0.605, at the same time, social stimulation is also related to consumers' understanding and understanding, and to some

extent, social stimulation can also promote consumers' understanding and understanding of sports products and services.

In terms of purchasing attitude, the most significant impact is the substantive stimulus among the stimulus factors, the correlation coefficient between the two is as high as 0.789, indicating that consumers' actual purchasing attitude is still influenced by factors such as the quality and function of sports products or the relevant services and prices provided in sports consumption venues, rational consumers do not form positive or negative consumption attitudes solely due to the influence of media or related groups. In terms of purchasing decisions, it can be seen from the table that there is a high correlation with substantive stimuli, as well as a certain correlation with social stimuli, the reason can be inferred, the purchasing decisions made by some consumers through social stimulation are not necessarily rational decisions, but rather decisions that affect interpersonal relationships to some extent. Therefore, the author believes that in the process of consumers making purchasing decisions, sports product suppliers should pay attention to the promotion and promotion of product information and advertising



media in the early stages, after successfully raising awareness and understanding among consumers, showcasing a better environment, service, quality, etc. to consumers, provide consumers with more reasonable prices to generate a positive consumption attitude, thereby forming purchasing decisions and promoting sports consumption.

## Discussion

By attributing four factors, correlation analysis is conducted between stimulus factors and external factors, as well as internal and reactive factors, the results show that external factors and stimulating factors, as stimuli for consumers' final purchasing behavior, do not directly cause consumers to form purchasing behavior. Firstly, it affects the psychological activities of consumers, influencing their understanding, purchasing attitude, and decision-making towards sports products and services through the formation of their internal needs, the arousal of motivation, and personal consumption preferences, ultimately forming purchasing behavior (Treviño & Gerstein, 2022).

Li (2021) took the urban residents of Lanzhou City as the research object, analyzed the level and structure of sports consumption of urban residents, and put forward suggestions on improving residents' economic income, accelerating urban infrastructure construction, and correctly guiding residents' sports consumption concepts, with a view to improving the level of sports consumption in Lanzhou City (Li, 2021). Sports activities play an important role in enhancing physical fitness and improving quality of life, which has led to an increasing proportion of sports consumption in China's national consumption year by year (Elavsky et al., 2005; Hong et al., 2013; Wu et al., 2017). However, the supply of sports service products in China has not increased with the demand of mass consumption, and the needs of some sports consumers cannot be met. Personalized sports service resources are particularly scarce, which is not conducive to the healthy development of the sports economy. Therefore, Zhang and Zhang (2021) introduced an extended linear expenditure system by analyzing the current sports consumption of national fitness in Jiangxi Province, analyzed the new growth points of sports consumption in Jiangxi Province from the perspective of consumer demand, and proposed targeted suggestions for the development of sports consumption, providing more choices for the public to carry out sports consumption, and providing reference for promoting the diversification of sports consumption in Jiangxi Province (Zhang & Zhang, 2021).

The substantive stimulus in the stimulus factors has an important impact on various indicators of each influencing factor, reflecting consumers' increasingly rational consumption view, indicating that consumers pay more attention to their own experience, consumption environment and environment, and price. From external factors, it can be seen that cultural level has a significant correlation with various influencing factors of consumer behavior, the level of cultural level is directly related to consumers' understanding and attitude towards sports products; The income level has no significant impact on the consumption demand of urban residents; Consumers with different leisure time have the highest degree of connection with the consumption mechanism among internal factors. There is a significant correlation between various indicators of internal factors and reaction factors, which also indicate that at present, consumers of urban residents in a certain province, have a positive attitude towards sports consumption and rational purchasing behavior (Alexandris, McDonald, & Funk, 2016; De Mooij & Hofstede, 2011).

The research has several implications that contributed significant results in the extant literature. Primarily, the shift towards service-oriented sports consumption indicates a changing trend in the preferences and needs of consumers. As urban residents' income rises, their focus is gradually moving towards experiential and service-based sports activities. This conclusion emphasizes how crucial it is for sports companies, fitness centers, and sporting events to prioritize raising caliber of the services they provide, offering a variety of interesting experiences, and developing an atmosphere that draws and keeps customers. Understanding change to service-oriented consumption may also inform marketing efforts to clearly convey the importance of services and forge closer relationships with customers. In addition, research on how stimuli affect consumer behavior demonstrates that substantive stimuli—like the caliber of a product and amenities at a venue—have a greater impact on customer preferences and decision-making over symbolic as well as social factors. This underscores the significance of investing in product quality, facilities, and services to improve consumer satisfaction and loyalty. Sports businesses and marketers should focus on conveying the value and functionality of their products and services through effective advertising and promotion. This research also demonstrates how social cues affect consumer motivation and decision-making, highlighting the significance of social contacts and peer influence in determining consumer behavior with regard to sports. Businesses in the sports industry may boost customer attitudes and increase levels of sports

consumption by utilizing social networks, influencers, and word-of-mouth marketing. On the other hand, research also helped to the sports consumers that could help to boost economy.

Despite the significant contributions, there are several restrictions that should be acknowledged. Initially because the study was done in a particular province and concentrated on city dwellers, its capacity to generalize its findings to other regions or rural areas is constrained. To get a deeper knowledge of country's sports consumption behavior, future study might broaden its focus to include a more varied sample, including other provinces and demographic groupings. Secondly, the majority of the data collecting techniques used self-reporting questionnaires, which might be influenced by social desirability effects as well as response biases. Future research should use more objective measurements, like behavioral and observational data, to get over this constraint and give a more thorough and accurate evaluation of sports consuming habit. Additionally, the research mostly ignored other possible elements that can affect consumer decisions, such as cultural, sociological, and economic effects in favor of concentrating on the effect of stimuli on sports consumption activity. Future investigations could explore these additional factors to gain a deeper understanding of the complexities underlying sports consumption behavior. Moreover, the research analyzed the current state of sports consumption behavior, but did not explore the long-term trends and changes over time. Conducting longitudinal studies would enable researchers to track shifts in sports consumption patterns and identify emerging trends that may influence future consumer behavior. The research was limited on China that is a developing nation that findings could not be generalized on other countries, therefore future research could be conducted on other developed country to increase the research generalizability.

## Conclusion

(1) Consumers' personal preferences can also affect their attitudes. Many consumers tend to choose their preferred type of sports goods. Stimulating factors can also affect consumer behavior to a certain extent. For example, symbol stimulation. At the same time, external factors also

play a role. For example, the salesperson's explanation of the product can to some extent determine the customer's purchase intention.

(2) Reaction factors can to some extent awaken internal needs. Promote the purchase of sports goods through the awakening of internal factors. The internal factors are mainly based on the inner understanding of sports, and individuals believe that their physical fitness is low or their physical health is not good, which leads people to understand sports and make purchases. In this process, psychological driving force is also essential. After intentional exercise, a driving force will be generated in the heart, prompting people to consume. The specific emotions formed after experiencing product attributes are also a driving force for consumers, which directly promotes the occurrence of consumer behavior.

(3) Reaction factors have a direct impact on consumer behavior to a certain extent. Consumer needs and attitudes directly affect the type of sports goods consumers purchase, while purchasing intentions have a guiding effect on the level of consumption in actual thinking.

The government should first strengthen the publicity of sports functions and values. The formation of consumers' purchase behavior is affected by cognitive understanding, attitude and product substantive factors. Therefore, we should start with these variables to promote the formation of consumers' sports Consumer behaviour. Promptly disclose effective sports information to society and encourage residents to participate in sports consumption. Secondly, we need to macro regulate the order of the sports market, establish and improve supporting facilities and relevant regulations, and strive to achieve the principle of fair competition in the market economy. Finally, support the development of service-oriented sports consumption content and provide assistance and support to some sports units. The supply side of sports consumer goods should focus on consumer demand, develop sports consumption projects that can meet the needs of different people, take advantage of the opportunity of supply side structural reform, meet the needs of the market and consumers, provide competitive sports products or services, and increase product added value, in order to better attract consumers. At the same time, it also requires honest management, reasonable pricing, and orderly competition.

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