The Sports World Overlooks Women's Sports in China

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Abstract

The analysis and research indicate that there is remarkable historic evolution in women's sports participation in China. Women's sports in China are mostly ignored by the world of sports. There is a huge difference in the level of wages, which vary between international and local competitions held for the sports. Women are eliminated from many sports firstly and then they are eliminated from the coverage. There are many hurdles this overlook towards women. The criteria and standards are for women are more demanding compared to women. There is ignorance by the male leaders towards the women as they have the right of doing decisions making and results are becoming worse day by day. This paper has developed the research design, in which International Sports Industry, Local Sports Industry, and Sports Media are considered as independent variables. Whereas, Women' Sports Participation, Women Sports Performance, and their role in Economic Status are used as dependent variables. The data was collected from Women Sports Academies and were processed on SEM PLS 3. There were 9 hypothesis statements, out of which 2 were rejected and four were accepted after analysis.

Keywords: Sports Industry, Women Sports, Sports Participation, Chinese Sports Industry, Sports Media, Women Sport's Performance.

Introduction

In ancient times, the women of the Chinese undergo abundant outdated obeisance suppression and have fewer chances of opportunities to become part of physical activity or participate in sports. Nevertheless, a few of them prostrate themselves toward sports so that they can pioneer and begin their space of living. The major reasons to undergo that were: the first rationale was that the ruler's condition for purpose of entertainment encouraged their engagement in activities related to sports without prejudice (Crowther, 2007). The second reason was that a wide range of festivals related to traditions captivates them to all sorts of activities related to sports. The final reason was that they also arranged activities related to sports impulsively for eliminating their boring life and developing themselves healthier (Hongcan, 2006). The analysis and research indicate that there is remarkable historic evolution of women's sports participation in China acknowledged in Olympic Games. The projection of women's parts is remarkable in the 29th Beijing game of the Olympics. When it is made the comparison of women's sports in the world it is seen that woman of China take part in the Olympic Games preceding, make growth speedily, attain exceptional status, and attain balance with the male. By looking in the recent years it is seen that women are getting more medals in the games of Olympic as compared to men (M. Zheng & Chunyan, 2008). Even now, women experience many barriers in the sports world, and they vary in different countries. Women's sports in China are mostly ignored by the world of sports. There is a huge difference in the level of wages, which vary between international and local competitions held for the sports. The wages level is differentiated for the men and women when they play on the international level and men earned 44 times more than the women did. As the men's football team of Germany win in 2014 as compared to the women's football team of Japan win in 2011earned more than women.

The team of management even now differentiates opposed women, by financing them fewer wages than men in international sports (Thompson & Lewis, 2014). The discrimination in the world of sports is also seen by the coverage by mass media and print media for sports for women in China. As there is differentiation seen by the media in covering the sport of football. The evolution of football sports by women is seen as a growing trend as many women are participating in sports but there is less growth by media in coverage towards women sports. In previous studies, the analysis viewed time of peaked recognition of football sports of women, there was less coverage as compared to the male (Yang & Wang, 2017). In addition to this, there are comparatively fewer female journalists in China when are associated with the establishment of news plots generating important obstacles as compared to men's journalists (Colley, 2017). Women are eliminated from many sports firstly and then they are eliminated from the coverage. There are many hurdles of this overlook towards women. The major ones are the culture as the men are dominating in the organization ad society (Trolan, 2013). There is no diversity in gender, the leader is mostly male dominant, and they preferred men to be appointed as the next leaders (Watkins & Emerson, 2000). The criteria and standards are for women are more demanding as compared to women. There is ignorance by the male leaders towards the women as they have the right of doing decision making and results are becoming worse day by day (Burke, 2010).

The diversity in gender in the management of sports will be the solution for the representation of decision-making rights for women. Lower representation by the women in making decisions and media are the main

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hurdles for ignorance of women sports in the world of sports (Burke, 2014). Moreover, the matches played by the women in China receive less promotion as compared to the men. The percentage of coverage is lower for women. The promotions are much necessary to create powerful insight in the minds of the audience about the significance and attractiveness of the sport (Duncan, 2009). The discriminations, which are created by the world of sports between men and women, give rise to myths and norms. When a person in their childhood as the audience has versioned men playing the sports they will be more attracted towards men's sports in their adulthood, which will become a norm (Gantz & Wenner, 1991). The media are not giving coverage to women's sport, which is the main reason for establishing this norm (Q. Xu et al., 2021). The norms and myths are usually set up in the minds of both genders that girls are not made for sports. Sports are evolving quickly in China; there is discrimination in gender in China with regard to time of leisure, the quantity of people involved, occasion, and utilization. The evolution of leisure sports of women is corresponding outdated which, is mostly because of the interchange between community imprisonment and self-control of women (Xue & Li, 2010). The tools by which the leisure sports of women can be maximized in China are that they should toughen the study of theoretical and evolution of the technology of leisure sports of women. There is a need to acknowledge the awareness related to gender and by considering, it makes further decisions so that expansion of women's sports can be done. Playgrounds are needed to reconstruct scientifically, promotions and advertisement should be reinforced and there should be the elimination of restrictions of women in participating in sports (Ou, 2009). The other factors which are been studied by many researchers, and analysis for the development of women sports in China can the development of technology, grounds, and stadiums should be developed and the resources should be available to the women also. The regulations needed to be updated and the mentoring should be made an update (Huke et al., 1999).

The evolution of sports of women in China put forward beneficial purposes. The development of sports of women will add significant aid in the encouragement of gender equality. It will aid in the formation of a harmonious community. It is seen that the sports of women play a significant part in promoting gender equality by giving the message that women can also do what men can do and form harmonious community, and is also a significant segment of attaining the aims of opulent society (Ma & Yu, 2007). It is made obvious that when women participate in sports, they benefited society and themselves. The workload pressure is been increased in these times, there is a need to get some free time to take part in the sports. There should be the promotion of sports of women in China and acceptance of the power demand of women's sports in China (Jiang & Han, 2006).

Literature Review

Researchers have analyzed that in childhood the mentors and the parents direct them the boys are made for the sport and girls are supposed to stay away from the sports. There are many actions, which are seemed to be non-significant, but they play their role in promoting the boys towards sports. For example, parents while buying gifts for their children give those messages, as if boys are getting football while the girls are receiving dolls as a gift. The motivation is making high for the boy in the childhood to play the sports as compared to the girl (Kirk, 2005). The level of the encouragement is more inclined towards the boys in the school sports where girl's participation was made in less demanding physical activities as compared to the boy. The women were not depicted at the Olympics by the year 1869 in all Athens, 20% were depicted by the year 1976 in Montreal and 44% were depicted by the year 1976 in Rio (Uygur et al., 2017). The literature vision that the proportion of women in sports is gradually inclining but particular types of sports and resources are not accessible to women (Trolan, 2013). Research made by Lopiano states that by the age of 6 and 9, both sides of genders, whether male or female are uniformly fascinated in sports participation. The major reason is that the level of motivation and encouragement is received less towards girls as compared to the boys (D. Lopiano, 2004). The participation of girls in sports at the early stages is important for evolving skills in the girls. Skill evolution is important for success in the early years, as the children, which are involved in sports at early ages, acquire more leisure at the age when they became successful (Y. Zheng, 2017). The encouragement and motivation level are lower as compared to boys. This is the reason why there is comparatively less skill development in women as compared to men. The overall leisure enjoyment of the sports is seen more in the boys as compared to the girls when they reached their adult age. Moreover, the girls experienced less possibility to engage in the sports by the age of 25 if they do not participate before the age of 10 (D. A. Lopiano, 2000). Research made by Catharine Mackinnon states that more than the encouragement of girls towards sports, there is more discouragement manifested in the minds of the girls in their childhood. She adds that women have discovered much by watching sports on the sidelines. The women which have been differentiated from the men argue that we were eliminated from the access towards resources, kept out from the participation, we have determined disability, fragility, lower spirit towards sports, have lost the spirit of body connection as behaving active (Zhang et al., 2001). The training is been given on both sides but it differs on the basis that men are instructed to be powerful while women are instructed to be fragile (MacKinnon, 1987).

There is a lack of trust issues faced by the women regarding their bodies when they compared with the men athletes in the public figure. The likeness of playing volleyball openly is seen as less active in women as compared to men. The frustration and consciousness regarding the body in women increase gradually (Pitts, 2017). Research shows that the growth of sports of women is nearly correlated to changes in the level of been consciousness which is embedded in them in ancient times by their parents, media, and society. This consciousness needs to change and future decisions are needed to work in the context of evolving sports consciousness in women (Chen & Gao, 2007). Norms and myths have created more stress to refrain women to participate in sports as compared to men. Women are facing many hurdles to be engaged in sports open-heartedly. The media, on the other hand, is playing their role by refraining the women from participating in the sports and they are been ignored (Loland, 2013). The leaders, which are involved in the world of sports, are the ones, which have the right to make decisions, and there is a lack of gender diversity, which is needed. Women become manlike and generated the disorder of eating, some have become lesbians. These are some results, which are created due to those norms and myths (Simon, 1991). The pressure has conducted many athletes to fight such allegations by supplying their womanhood through physical emergence, by altering their mode of behavior. In addition to this, this pressure guide countless girls to surrender for causes, for instance, they develop more interest in boys (Ng, 2009). Their mindsets teach them to vison sports unsuitable for women and do not lead the boys to vision them while participating in sports (X. Xu, 2006).

The literature has seen that the escalation of modern China sports of women is closely correlated with the liberation of women (Xikuan, 1991). There could be mainly three stages in which the growth and evolution of modern China can be split. Stage 1 can be from the period 1898 to 1903, the major feature of this arena was that the male dominating community have encouraged much emphasis on the education of women and the physical education of women (Guo & Li, 2017). Stage 2 can be from the period of 1904 to 1907; the major feature was that awareness and significance of sports were understandable by the cluster of women related to professional. The stage afterward 1907, the major feature was that the significant law was made for the education of women and makes the sports of women incline towards the growth (Shiming & Zuo, 2006). The study proposes the oddity of modern women's sports of China from the side that women of China by participating in sports are encouraging the status of China and evolving Olympics. The movements, which are related to the freedom of women after the people's republic of China was formed, altered the status of women of China. Predominantly, it supplies the space so that sports of women can be established. There is seen continually innovation in the system of Olympics in the era of modern, it encourages sports of women in China to increase games level and in-general performance speedily in the short period. The female sports in China perceive a proceed evolution and it is driven in the world (Liang, 2006). Reports related to sports states that there is greater differentiation of gender in participating in sports. The participation of women in sports can be used as a tool to diminish that differentiation as they are providing a harmonious community. This can be done by developing and raising funds for women's sports and by promoting it through media coverage (Min, 2008).

Methodology

This paper is based on sport world overlooking the participation, performance, and role of women sports in building economic status of countries. In order to analyze the sports world overlooking women sports, this paper has used International Sports Industry (ISI), Local Sports Industry (LSI), and Sports Media (SPM) as Independent Variables, and Women Sports Performance (SPER), Women Sports Participation (WSP), and Economic Role (ER) as dependent variable. The data was collected from 60 sports academies in China. Furthermore, the collected data was analyzed using SEM PLS 3. According to the research framework, there are six hypothesis statements. The hypothesis statements are given under the research framework of the study.

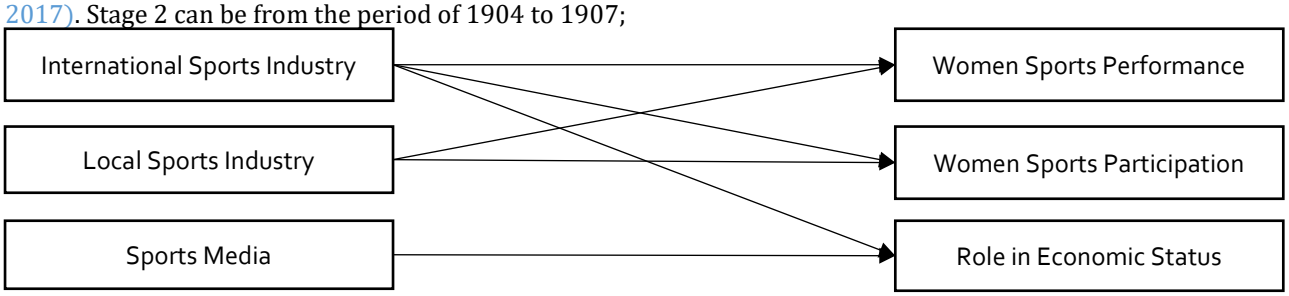


Figure 1: Research Framework

Hypothesis Statements

H1: There is a significant association between the International Sports Industry and Women Sports Performance.

H2: There is a significant association between the

International Sports Industry and Women Sports Participation.

H3: There is a significant association between the International Sports Industry and their role in Economic Status.

H4: There is a significant association between the Local Sports Industry and Women Sports Performance.

H5: There is a significant association between the Local Sports Industry and Women Sports Participation.

H6: There is a significant association between the Sports Media and their role in Economic Status.

Discussion and Analysis

PLS Algorithm

PLS Algorithm used in our study is developing by using SEM PLS 3 software. The model's fitness is determined by the PLS algorithm. To study the sports world overlooking the women's sports industry, this paper has Three IVs and three DVs in the research model.

In figure 2, In order to analyze the sports world overlooking women sports, this paper has used International Sports Industry (ISI), Local Sports Industry (LSI), and Sports Media (SPM) as Independent Variables, and Women Sports Performance (SPER), Women Sports Participation (WSP), and Economic Role (ER) as dependent variable. However, each variable had single item to measure the variable. The results from figure 2 indicate that ISI➔ WSP (0.420), ISI➔ SPER (0.256), ISI➔ ER (0.180), LSI➔ WSP (0.375), LSI➔ SPER (0.498), and SPM➔ ER (0.634)

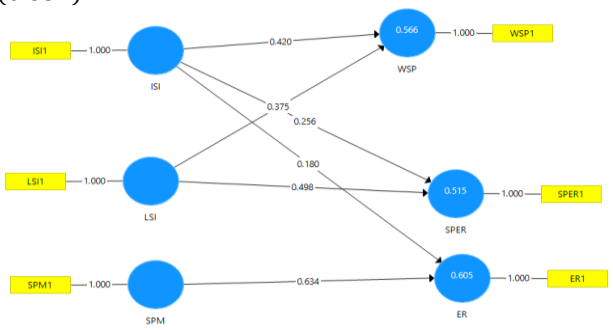


Figure 2: PLS Algorithm

Path Coefficients

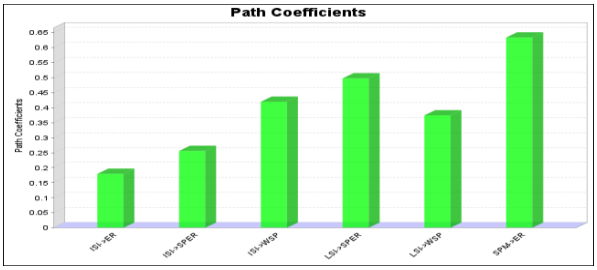
The results of path coefficients of the variables are shown in the table underneath. According to the results, ISI➔ WSP (0.420), ISI➔ SPER (0.256), ISI➔ ER (0.180), LSI➔ WSP (0.375), LSI➔ SPER (0.498), and SPM➔ ER (0.634). All variables show positive path coefficients.

Table 1

Path Coefficients

	ER	SPER	WSP
ISI	0.180	0.256	0.420
LSI		0.498	0.375
SPM	0.634		

The results shown in figure 2 and table are graphically represented in the figure 3 (below).



Latent Variable Correlations

The table below illustrates the relationship between the variables. As a result of the observations, it was determined that the components were firmly attached. The data show that ISI➔ ER have a strong positive correlation coefficient of 0.656, indicating that these latent variables have an effect of 65.6% on each other. Similarly, the results show that SPM ➔ SPER is 0.726 (which means that these variables are 72.6% related to each other). However, each variable shows positive correlation with the other variable

Table 2

Latent Variable Correlations

	ER	ISI	LSI	SPER	SPM	WSP
ER	1.000	0.656	0.726	0.833	0.769	0.767
ISI	0.656	1.000	0.793	0.651	0.752	0.717
LSI	0.726	0.793	1.000	0.701	0.817	0.707
SPER	0.833	0.651	0.701	1.000	0.726	0.822
SPM	0.769	0.752	0.817	0.726	1.000	0.748
WSP	0.767	0.717	0.707	0.822	0.748	1.000

LV Descriptives

The table below summarizes the value of descriptive and latent variables. The data show that the minimum and maximum values in the table of descriptive statistics are within the range of -2 and 5, indicating that they are within the permissible range of -2 and 5. The value of Skewness and Kurtosis are between -1 and +1, moderately compatible and acceptable for negative oblique variables and moderately compatible and inappropriate for positive oblique variables. Due to the negative slant of the variables, their values were probably left-handed, resulting in a lower than average and average variable mode. The table below shows that ER, ISI, LSI, SPER, and WSP are negatively shaken. Therefore, these variables are wiping to the left of the equilibrium.

Table 3

LV Descriptives

	Median	Min	Max	Excess Kurtosis	Skewness
ER		-1.690	1.690	-0.937	-0.062
ISI	0.013	-1.593	1.620	-1.099	-0.021
LSI	-0.028	-1.719	1.663	-0.923	-0.128
SPER	0.087	-1.652	1.826	-0.913	-0.069
SPM	0.055	-1.599	1.709	-0.948	0.247
WSP	0.059	-1.699	1.816	-1.077	-0.144

Outer Model Residual Correlation

Table 4 underneath shows the correlation between the measuring items. The Outer Model Residual Correlation will indicate that how items covariate with each other, or which items must be eliminated to increase the fitness of good test of research model. Therefore, the results indicated that the SPER1 (Sports Women Performance) is negatively affecting the fitness of model.

Table 4

Outer model residual Correlation

	ER1	ISI1	LSI1	SPER1	WSP1
ER1	1.000	0.656	0.726	-0.833	0.767
ISI1	0.656	1.000	0.793	-0.651	0.717
LSI1	0.726	0.793	1.000	-0.701	0.707
SPER1	-0.833	-0.651	-0.701	1.000	-0.822
WSP1	0.767	0.717	0.707	-0.822	1.000

Inner Model Residual Correlation

The residual correlation of the inner model revealed a modest to strong positive correlation between ER, SPER, and WSP with a degree of change of 50.9%, 33.8%, and 62.5% is existing, as shown in Table below.

Table 5

Inner Model Residual Correlation

	ER	SPER	WSP
ER	1.000	0.509	0.338
SPER	0.509	1.000	0.625
WSP	0.338	0.625	1.000

Inner Model Residual Descriptives

Table 6

Inner Model Residual Descriptives

	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
ER	-0.070	-1.551	1.476	0.628	-0.215	0.040
SPER	-0.080	-2.268	2.051	0.696	1.731	0.059
WSP	0.064	-1.469	1.800	0.659	0.712	0.049

The residual descriptive of the inner model is shown in the table 6 (as shown above). As indicated in the table, the minimum and maximum values of ER, SPER, and WSP are -2 and 5, respectively. A total of 60 sports academies were questioned about their thoughts. Skewness and kurtosis readings were close to zero and in the -1 to 1 range, indicating that the data was not affected. The curve for ER, SPER, and WSP is positively skewed, which means that the longer side of the curve is on the right.

Quality Criteria

R Square

The table below shows the R-square value and adjusted R-square for various scenarios. Role of Economic Status (ER), Sports Women Performance (SPER), and WSP (Women Sport's Participation) have a positively impacted by ISI (International Sports Industry), LSI (Local Sports Industry), and SPM (Sports Media). According to the data, the current value of R Square is 0.605 (60.5%), and an adjusted R-square of 0.591, which means that the model is strongly fit for the study for ER. Furthermore, the value of R Square is 0.515, and adjusted R Square is 0.498 for SPER. The value for WSP is 0.566 (R Square), and the value for adjusted R Square is 0.551.

Table 7

R Square

	R Square	R Square Adjusted
ER	0.605	0.591
SPER	0.515	0.498
WSP	0.566	0.551

f Square

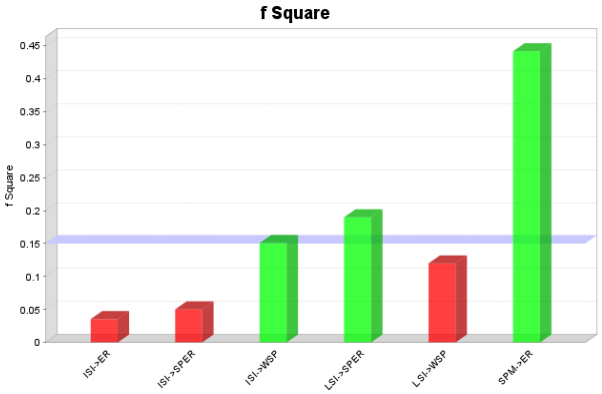


Figure 3: f Square

Figure 3 and Table 8 represents the values for f-Square. In a research model with an endogenous variable, the f-square represents the variability in R Square. When an endogenous variable changes, the link between ISI→ ER (0.035) changes positively, as seen in the table below, with a low ratio of 3.5% change in ER. However, as demonstrated in the table below, if an endogenous variable influences the relationship between ISI→ER, ISI→SPER, and LSI→ WSP, there will be a negative change (showing unacceptable changes).

Table 8

f Square

	ER	SPER	WSP
ISI	0.035	0.050	**0.151**
LSI		**0.190**	0.120
SPM	**0.442**		

Construct Reliability and Validity

The construct reliability and validity of the study are provided in the table below. In reliability testing, Cronbach Alpha is more than 0.70. (This shows that the information gathered for the study was accurate and relevant.) The value of Cronbach's Alpha, rho_A, Composite Reliability, and AVE is 1. The statistics indicate the average variance of all variables collected in the study, and the rho-A values reflect composite reliability rates. As a result, the hidden variable's composite dependability rating is similarly satisfactory.

Table 9

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ER	1.000	1.000	1.000	1.000
ISI	1.000	1.000	1.000	1.000
LSI	1.000	1.000	1.000	1.000
SPER	1.000	1.000	1.000	1.000
SPM	1.000	1.000	1.000	1.000
WSP	1.000	1.000	1.000	1.000

Fornell-Larcker Criterion

The Fornell-Larcker Criterion (FLC) calculated in the study is shown in the table below. It is used to determine how the ER, ISI, LSI, SPER, SPM, and WSP interact with one other. According to the findings, the variables have a positive degree of share variance in terms of their relative shares. In this situation, the degree of shared variance between the variables is 0.883 (SPER→ ER), meaning that changing one unit of SPER alters the variance of the variable ER by 88.3 % (which is a huge variation).

Table 10

Fornell-Larcker Criterion

	ER	ISI	LSI	SPER	SPM	WSP
ER	1.000					
ISI	0.656	1.000				
LSI	0.726	0.793	1.000			
SPER	0.833	0.651	0.701	1.000		
SPM	0.769	0.752	0.817	0.726	1.000	
WSP	0.767	0.717	0.707	0.822	0.748	1.000

Cross Loadings

The table underneath shows the cross loading of items against variables.

Table 11

Cross Loadings

	ER	ISI	LSI	SPER	SPM	WSP
ER1	1.000	0.656	0.726	0.833	0.769	0.767
ISI1	0.656	1.000	0.793	0.651	0.752	0.717
LSI1	0.726	0.793	1.000	0.701	0.817	0.707
SPER1	0.833	0.651	0.701	1.000	0.726	0.822
SPM1	0.769	0.752	0.817	0.726	1.000	0.748
WSP1	0.767	0.717	0.707	0.822	0.748	1.000

The results of cross loadings (as shown in table 11), shows strong positive loads against the variables.

Heterotrait-Monotrait Ratio (HTMT)

The Heterotrait-Monotrait Ratio (HTMT) values are used to determine if a variable is discriminately valid (as shown in Table and Figure below). It demonstrates how strongly the latent variables are linked. If ISI (International Sports Industry) and ER (Role of Economic Status) are equivalent, the relationship will have 0.656 (65.6%) the same validity, according to the findings. This graph shows the highest levels of validity between SPER➔ ER (0.833), followed by 83.3% change.

Table 12

Heterotrait-Monotrait Ratio (HTMT)

	ER	ISI	LSI	SPER	SPM	WSP
ER						
ISI	0.656					
LSI	0.726	0.793				
SPER	0.833	0.651	0.701			
SPM	0.769	0.752	0.817	0.726		
WSP	0.767	0.717	0.707	0.822	0.748	

The graphic below depicts the values of numerous latent variables that correspond with the table's values. The variables had a high validity score, indicating that their linkages had been discovered. All of the correlations between the all variables were found to be valid.

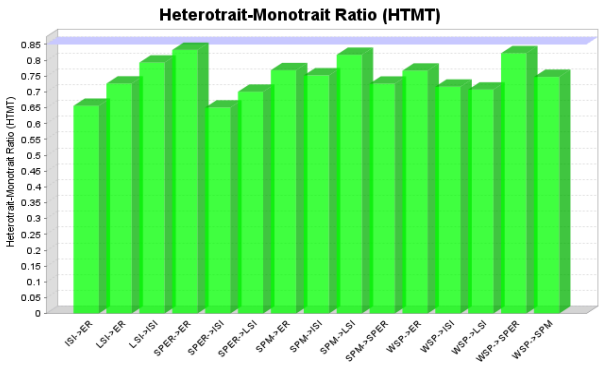


Figure 4: Heterotrait-Monotrait Ratio (HTMT)

Inner VIF Values

The inner VIF values are shown in the table below, along with the loading of Independent Variables against Dependent Variables. For example, ISI gives a loading of 2.303 for ER, 2.691 for SPER, and 2.691 for

WSP.

Table 13

Inner VIF Values

	ER	SPER	WSP
ISI	2.303	2.691	2.691
LSI		2.691	2.691
SPM	2.303		

Model Fit

Fit Summary

For checking the summary of model fitness, the results of the model fitness study are provided in the table 14, which shows how the saturated model and the estimated model were utilized to conduct the model fitness study. According to the model, the saturated model has an SRMR score of 0.000. As a result, the expected model's rate is 0.118, indicating that the variables' fitness analyses are similar. When the d-ULS data is calculated, the rate is 0.291. As indicated by this rate, the data show that ISI, LSI, SPM, WSP, SPER, and ER have a beneficial impact on each other.

Table 14

Fit Summary

	Saturated Model	Estimated Model
SRMR	0.000	0.118
d_ULS	0.000	0.291
d_G	0.000	0.253
Chi-Square	0.000	66.960
NFI	1.000	0.805

rms Theta

As seen in the table below, the rms Theta function is calculated on SEM PLS 3. The root mean squared residual covariance of the outer model residuals of the variable is shown in this table. According to the computations, RMS Theta, which equals 0.604, is the best match for 60.4 percent of the outer model, making it the best fit overall.

Table 15

rms Theta

rms Theta	0.604

Bootstrapping PLS Algorithm

The figure 5 underneath shows the PLS Algorithm of research model after bootstrapping the data to 500 respondents. For example, if data was collected from 500 Chinese Sports Academies there would be the following results in the research model. The results from figure 2 indicate that ISI➔ WSP (2.283), ISI➔ SPER (1.535), ISI➔ ER (1.605), LSI➔ WSP (1.986), LSI➔ SPER (2.667), and SPM➔ ER (6.094).

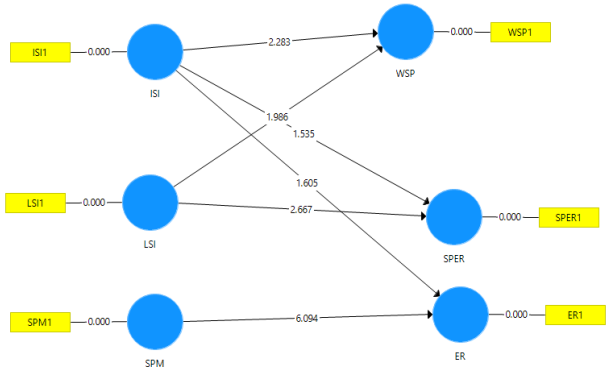


Figure 5: Bootstrapping Algorithm

The path coefficients for the link between all latent variables are mentioned in the table. The t-statistics value is in the range of -2 to 2, which is close to zero, indicating that the data is valid and representative. Acceptable P-Values imply a relationship between variables. The effect of latent variables on one another in the aggregate. With P values of 0.109, 0.126 (where ISI -> ER, and ISI -> SPER are rejected), 0.023, 0.008, 0.048, and 0.000respectively (ISI -> WSP, LSI -> SPER, LSI -> WSP, and SPM -> ER) all have a significant relationship.

Table 16

Bootstrapping Descriptives

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ISI -> ER	0.180	0.186	0.112	1.605	**0.109**
ISI -> SPER	0.256	0.250	0.167	1.535	**0.126**
ISI -> WSP	0.420	0.405	0.184	2.283	0.023
LSI -> SPER	0.498	0.509	0.187	2.667	0.008
LSI -> WSP	0.375	0.392	0.189	1.986	0.048
SPM -> ER	0.634	0.628	0.104	6.094	0.000

Confidence Intervals

The results were bootstrapped to a total of 500 people. By bootstrapping the questionnaire, the error responses were reduced, and the association between the variables was enhanced at a 97.5 percent confidence interval bias correlation.

Table 17

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
ISI -> ER	0.180	0.186	-0.028	0.409

ISI -> SPER	0.256	0.250	-0.053	0.599
ISI -> WSP	0.420	0.405	0.025	0.732
LSI -> SPER	0.498	0.509	0.120	0.821
LSI -> WSP	0.375	0.392	0.036	0.769
SPM -> ER	0.634	0.628	0.394	0.811

Conclusion

The development of women's sports in China has served good reasons. Women's sports growth will contribute significantly to the promotion of gender equality. The strategies that can be used to maximize women's leisure sports in China are to intensify the research of theoretical and evolutionary aspects of women's leisure sports technology. There is a need to recognise gender awareness and, by doing so, make future decisions that will allow for the spread of women's sports. The culture is one of the most important since males dominate the organisations and society (this can be added in future studies). This paper has developed the research design, in which International Sports Industry, Local Sports Industry, and Sports Media is considered as independent variables. Whereas, Women' Sports Participation, Women Sports Performance, and their role in Economic Status are used as dependent variables. There was total 6 hypothesis statements. The results indicated that the relationship between International Sports Industry → Economic Role (ISI→ ER), and International Sports Industry→ Women Sports Performance (ISI→ SPER) has been rejected.

Recommendations

Following are the recommendations for the study:

- During the Literature Review, it was analyzed that Sports Media is playing a significant role in overlooking women sports participation. Therefore, future study can develop a research model based on sport media role.
- Future studies can also add the cultural and religious hurdles in women sports industry.

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