



Demand Situation and Countermeasures Research on the Sports Service Products of Rural Residents

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Abstract

The perspective of this topics are from the consumer demand preferences and on the basis of extensive collection of literature. It utilizes documentation, surveys, expert interviews, mathematical statistics, comparative analysis and systems analysis and other research methods to study the characteristics of demand preference and consumer behavior of sports service products from the rural residents. It also suggests countermeasures and suggestions on the development of sports service products market for rural residents to satisfy the sports service demands of rural residents.

Key words: Rural residents; Sports service market; Sports service products; Demand preferences

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INTRODUCTION

Industrialization and marketization of sports is the inevitable trend of development of Chinese sports. Throughout the development process of the sports industry in developed countries, the main body of the Sports market -- the maturity and development of sports service products market not only can bring about huge economic benefits, but also create good social benefits. China is a large agricultural country, which is also a large rural country. The income level of rural residents continued

to improve which has driven consumption structure to upgrade, this has created and laid the demand basis of the development of rural sports market. Rural sports market is an integral part of the rural consumer market system, the development of rural sports market will promote the overall prosperity of rural consumer market. The successful holding of Beijing Olympics has injected the era of power for the rise of China's sports industry, in the meantime it has prepared the basis of marketization. Therefore, in the new historical period, exploring the demand issues on sports service products of Chinese rural residents, not only is conducive to the overall prosperity of rural consumer market, but also provides a strong support for promoting the revitalization of Chinese sports service industry. It can provides effective theory and method of reference and experience for the scientific development of sports services industry.

1. DEFINITION OF RELATED CONCEPTS ABOUT THE DEMAND ON RURAL RESIDENTS AND THEIR SPORTS SERVICE PRODUCTS

1.1 The Meaning of Rural Residents

From a sociological point of view, rural residents as a group which is composed by different types of individual. Along with the development of society and the reform of household registration system, rural residents are more specific, real, closer than their rural counterparts to the reality of rural life. Therefore, we can define rural residents as the one who has rural areas as residence and participates in local social life.

1.2 Definition of Sports Service Products

In marketing, products refer to the factors and means to meet the people's needs and desires through exchange, which is an overall concept, and it is an aggregate

composed of core products, forms of products and extension products. According to the overall concept of the product in marketing, it can define sports service products as: The sports which is the work outcomes in the form of living labor to provide for satisfaction of people's sports needs in society. The basic utility is that satisfies people's sports needs, and in the non-physical form of living labor which distinguishes it from other tangible products.

2. ANALYSIS ON THE DEMAND STATUS OF SPORTS SERVICE PRODUCTS OF RURAL RESIDENTS

Demand issues and consumption issues are the basis of studying various micro issues of consumers in marketing. Demand is the need of the ability to pay, while consumption is the process of satisfying this demand. "Demand preferences" and "consumer behavior" are both the important issue of the theory of consumer behavior. Former is to study "what is needed" for consumer, the latter is to study "how to satisfy the demand". According to logical order speaking, "what is needed" is the first problem to be solved, and it follows by the question of "how to satisfy the demand".

2.1 Demand Preferences of Sports Service Products of Rural Residents

Demand preferences refer to under the established income level constraints, the tendency of a product of residents in a selectable product collection. Research of demand preference focuses on solving the issue of "what is needed" for consumer. During the research of "what is needed", it focuses on the overall preferences of sports service products from rural residents and the resident preferences from different level of life. It is because overall preferences can understand the macro aspects of the market, classificatory research can further subdivide the market. Studying the characteristics and causes of these two demand preferences respectively, which can have a comprehensive understanding of demand preferences of sports service products of rural residents.

2.1.1 Overall Status of Demand Preferences of Sports Service Products of Rural Residents

In order to analyze the demand characteristics of sports service products of rural residents, this subject in the course of the study performed sports service products demand preference survey on part of the urban residents. The author compared the research data of rural residents with the research data of urban residents. Comparison found that, the demand of sports service products from rural residents and urban residents indeed have different. Through the comparison with the different data of rural residents and urban residents, it can find that the demand preferences of sports service products of rural residents

show the following characteristics: the attention of rural residents on sports service outlets is significantly higher; Promotional activities have a greater effect on the demand of sports service products of rural residents; The attention of rural residents on sports service product prices and contents is relatively low.

2.1.2 Demand Preferences of Sports Service Products of Affluent Class Rural Residents

Affluent class consumer groups mainly are large industrial and commercial households, breeding specialized households, contractor head of building teams and home renovation and other urban enterprise workers in the rural areas. In order to meet the needs of business and work, many of them have already had their own fast transportation. They have regular contact with businessmen, city people, so that their consumer attitudes are relatively new, and they also have a more profound understanding of sports service sports. The statistical data of affluent class rural residents show that, the demand characteristics of sports service products from affluent class rural residents include the following aspects: They require a higher grade of sport service agricultural products and its services; They are generally more emphasis on the service personnel and environmental factors; Instead, they do not very concerned about the location factors.

2.1.3 Demand Preferences of Sports Service Products of Well-Off Class Rural Residents

The majority of the rural residents are well-off class, they include farmers, township enterprise personnel and part of a smaller scale individual business households. Their basic consumer goods have been protected, along with the popularity of the general household items, the desire of upgrading the consumption structure is strong, and the consumer attitudes is in the transformation stage from rural areas to urban. Due to highly specialized of sports consumption, sports skills are as the ability of the human body to effectively grasp and complete specifically sports action in the sport. For consumers, it is one of the basic conditions of sport service consumption. It is because in our society, there is a fact that some people wish to play sport, but they don't have sports skills and being discouraged. Statistics show that the demand of sports service products of well-off class rural residents characterized by the following: They most focus on the service outlets distance; They generally concern about the promotional activities of the operators; They relatively focus on the guide of service items and service process.

2.1.4 Demand Preferences of Sports Service Products of Adequate Class Rural Residents

The adequate class rural residents mostly are the grain-based farmers, their personal income is still at a low level. Sports consumption is a kind of new consumer types that is on the basis of subjective understanding of sports functional role. This obviously belongs to the scope of

enjoyment and development needs, which has a greater elasticity of demand. The survey results show that, various indicators of the concern degree on sport service sports from adequate class rural residents are generally low.

2.2 Consumer Behavior of Sport Service Products of Rural Residents

Consumption is the process of meeting consumer demand. The consumer behavior of consumer is a dynamic system, the consumer behavior of sports service products is also the same. Three elements of consumption system of sport service products -- motivation of sports service consumer, implementation of sports service consumption, evaluation of sports services consumption are connected to each other, promoted each other, which is an indivisible organic entity.

2.2.1 Cognition of Sport Service Products

The statistics on the received research questionnaire shows that, the overall cognition level of “sport service products” from rural residents is relatively low, while the amount of higher understanding is mainly concentrated in the affluent class residents; After the briefly introduction of “sports service products” consumption from investigators, more than half of the rural residents agree that the sports service product consumption occupied a certain position in the daily life consumption, the consumption willingness of the overall sports service products is still relatively strong. Therefore, it needs vigorous publicity and let people understand sports service products, so that it can reach the objective of increasing the consumption of sport service products from rural residents.

2.2.2 The Motivation of Sport Service Products Consumption

The motivation of sport consumption refers to promote sports consumers to engage in sports consumption activities, so that it can satisfy the intentions, desires, beliefs and other aspects of sports consumption needs, or it can be said that, the sports consumers release a internal driving force or impulse to specific consumer goals. Demand is the basis of motivation generation, the diversity of consumer demand has determined the diversity of the motivation of sports consumption.

During the research process, through the form of literature, expert interviews, etc, it preliminary draws up the motivation options and further summarizes these motivations. According to the evaluation scoring results of investigation part of motivation of sport service products consumption, using the software of SPSS 13.0 to perform data analysis and perform factor analysis according to the KMO measures and Bartlett's sphericity testing results. These results shows that: Leisure and social interaction is the main objective of sport service products consumption from rural residents.

2.2.3 The Acquisition of Sport Service Products Information

The current economic is known as attention economy, sports services industry is the same too. The analysis of survey data indicates that, the order of the importance of channels of surveyed rural residents about understanding sport service products information is as follows: television, family and friends, networks, radio, newspapers, business promotion and magazines, etc. The popularity of mass media such as TV, networks in the rural households provides a convenient way for commodity information transmission. However, its transmission of sports service products information is mainly concentrated in higher level contents such as league Information, etc. Although this can inspire rural residents' interest in sports products, most of them are beyond the reach of putting into action. Therefore, pertinently carrying out promotion activities of sports service products is the effective way of increasing sports service consumption under current conditions.

2.2.4 Consumption Level of Sports Service Products

Sports consumption level refers to the quantity of sports material consumption data as well as the sports labor or service consumption data on a per capita, which is represented by available value (monetary) units. The amount of sports consumption can reflect sports consumption level in a certain sense. Through the investigation of consumer proportion of the population and consumption amount of the sports service products from rural residents, it can reflect the current sports service consumption level of rural residents. The investigation results show, among all the valid questionnaires, which has 84.05% of respondents have never performed the consumption of sports service products, and it has only 15.95% of respondents express that they have performed the consumption of sports service products. This comparing with the proportion of 25.1% of urban residents who have performed sports services consumption behavior, that is much lower. Sports consumption expenditures in the proportion of sports consumers living expenses, which are known as “Engel” coefficient. Higher the “Engel” coefficient of sport consumption indicates that the higher the wealth and civilization degree., lower the “Engel” coefficient of sport consumption indicates that the lower the poverty and civilization degree. On this basis, in 2009, the type line of “Engel” of sport consumption from rural residents is 0.86%, the sport service consumption level of rural residents is very low.

2.2.5 Consumption Structure Of Sports Service Products

Consumption structure is under the certain socio-economic conditions, the proportional relationship of wide variety of consumption data from people's consumption in the consumption process. It reflects the specific content of people's consumption, it also reflects the consumption level and consumption quality. The investigation results

show that: Consumption structure of sports service products from rural residents mainly are participatory consumption, these sports consumptions have a great market development potential; The consumption of ornamental sports service products is less, which belongs to a higher level of spiritual enjoyment, people will gradually pursue it.

2.2.6 Consumer Evaluation of Sports Service Products

Consumer of sports service products will evaluate the whole consuming process after the consumption to verify the correctness of their own purchasing decisions and confirm their satisfaction, and it can act as the reference of the later similar consumption activities, which is the last part of sports service consumption behavior. Consumer evaluation of consumer on the one hand depends on the product quality, on the other hand the psychological factors also has a great impact on its evaluation, service products are especially embodied in this regard. Through the research, it found that rural residents generally satisfy on the experienced sports service consumption. Consumers considered to be more satisfied and very satisfied have 45.14% and 19.13% respectively, normal satisfied and not satisfied consumers respectively accounted for 29.15% and 6.58% of respondents. From the analysis of survey results about the consumers who are not satisfied with the sports services, the unsatisfied consumers are also concentrated in these two aspects.

3. IMPLEMENTATION OF COUNTERMEASURES FOR SATISFYING DEMANDS OF SPORTS SERVICE PRODUCTS FROM RURAL RESIDENTS

3.1 Combining the Macro-Management of Sports from Government with the construction of a New Socialist Countryside

Government at all levels should seize the opportunity to vigorously developing the sports undertakings in rural areas, and raise the attention degree of rural sports work. It should adhere to the "people-oriented" in the rural sports work, strengthen the management of rural sports work, and drive continuous deepening of farmer fitness project. It can be truly effective in promoting the comprehensive, coordinated and sustainable development of sports undertakings in rural areas.

3.2 Combining the Improvement of Advocacy Guide to Sports with the Establishment of Sports Service Consumer Attitudes

Government and related departments should play an effective macro leadership on the local sports undertakings. There should have plans to intensify the propaganda on sports function and create a great public opinion atmosphere of rural sports undertakings. It should

also strength the guidance and cultivate rural residents to establish a correct consumption concept of sports service.

3.3 Combining the Focus of Sports Organization Building in Rural Areas with the Cultivation of Rural Residents Interest in Sports

Relying on township, creating sports administrative organization in rural areas, equipping with professionals who are enthusiastic in sports and skilled business, with practice to guide the establishment of rural masses sports societies and actively develop activities. Therefore, it can cultivate rural residents' interest in sports.

3.4 Combining the Improvement of Sports Infrastructure Construction in Rural Areas with the Formation of Sports Hobby of Rural Residents

According to local conditions, strengthening the sports infrastructure construction in rural areas, combining the construction with management, which can promote the rural residents to form a great sports hobby. Thereby it can lay the foundation for maintaining the long-term development of sports service market for its sports service consumption.

3.5 Combining the Development of Rural Sports Service Market with the Improvement of Investment Environment

Increasing the investment, vigorously cultivating the sports service market in rural areas, which can gradually form the pattern of jointly organizing sports by the state and society. Government should take appropriate measures and introduce protective legislation for sports services market in rural areas to perform protective tilting. Therefore, it can improve the investment environment of sports service market in rural areas, and attract more social forces to join the sports service market in rural areas.

3.6 Combining the Improvement of Economic Benefits and Satisfaction of the Demands of Sports Service from Rural Residents

During the operating process of sports services business units in rural areas, it should focus on the research on sports service market and increase the effective supply. It should take appropriate marketing strategy to guide the rural residents to broaden the field of sports services consumption, and raise the consumption level of sports service. It should guide its optimization of sports consumption structure and improve the investment of sports service market. Therefore, the social benefits of sport service consumption can be continuously improved.

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