

Research on Sports Consumption Psychology of Higher Vocational College Students in Liaoning Province

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Keywords: Vocational College Students; Sport; Consumption Psychology.

Abstract: By the methods of literature, questionnaire and mathematical statistics, this paper studies the sports consumption situation of vocational college students in Liaoning province. It is found that the sports consumption psychology of vocational college students shows the coexistence of "conformity and individuality of demand and behavior" and "the coexistence of seeking truth, honesty, convenience and novelty, beauty and fame". In view of the psychological characteristics of sports consumption of higher vocational students, sports workers should teach students in accordance with their aptitude, correctly guide their sports consumption consciousness, and cultivate their good sports consumption habits.

1. Introduction

It is very important for higher vocational students to cultivate lifelong sports consciousness and sports consumption consciousness at higher vocational college stage. In this study, Liaoning vocational college students as a consumer group, through sociology, economics, psychology and other theories to investigate and analyze the psychological phenomena of sports consumption of six vocational college students in Liaoning province, finding out the factors affecting sports consumption of vocational college students, grasp their sports view and consumption view from the side, and put forward suggestions according to their sports consumption characteristics, in order to guide students' sports consumption in vocational colleges. To provide theoretical reference for promoting students' reasonable sports consumption and further developing sports consumption market in higher vocational colleges in Liaoning province.

2. Research Object and Research Method

2.1 Research Object

This study takes the sports consumption status of vocational college students born in Liaoning Province after 1998 as the research object. According to the regional distribution characteristics of east, west, south, north and middle, six vocational college students from Bohai Shipping Technical College, Liaoning Technical College, Shenyang Technical College, Liaoning Agricultural Technical College, Liaoning Mechanical and Electrical Technical College and Dalian Technical College were randomly selected as the subjects of investigation after 1998. There are 680 boys and 520 girls.

2.2 Research Method

This paper mainly uses the methods of literature, interview, questionnaire and mathematical statistics.

This article has consulted the related works of consumer behavior, consumer psychology and sports economics, and searched the articles about sports consumption psychology through China Journal Network. At the same time, we visited experts and scholars in economy, sports and psychology and consulted the status and structure of students' sports consumption psychology and behavior characteristics. On the basis of consulting literature and interviewing students, according

to the requirements of social investigation and sports scientific research methods, the questionnaire was designed and investigated. A total of 1200 questionnaires were issued and 1168 were recovered. After testing, 1112 questionnaires were validated, with an effective recovery rate of 92.7%. By using the knowledge and methods of logic, the research contents are compared, analyzed and summarized. After extensive collection of large amounts of data, these statistical data are collated and analyzed.

3. Research Results and Analysis

3.1 Investigation and Analysis of Sports Consumption Psychology of Higher Vocational College Students

Sports consumption psychology refers to the psychological phenomenon that people adjust and control their consumption behavior in the process of purchasing or using sports physical products and sports labor products to meet their own sports' needs. According to the theory of consumer psychology, although vocational college students do not have or seldom have direct income sources, they belong to incomplete consumers, but they are a consumer group that can't be ignored. Although the expenditure ability of higher vocational students is limited, their consumption performance is extremely active. Some of them pursue fashion, like fashion, and purchase experience, fast transmission of consumer information, as far as possible with limited purchasing power to meet their needs and desires. The characteristics of higher vocational students' consumption psychology shows both impulsiveness and rationality, paying attention to the intrinsic quality of commodities, and demanding novel and fashionable appearance. In the case of quality and appearance conflict, it may be biased toward new-looking goods. It has some abilities of commodity identification, and with the growth of age, the ability of commodity identification has been improved rapidly.

3.2 Conformity and Individualization of Demand and Behavior

The survey results show that most of the vocational students spend sports with their classmates and friends. They either buy sports goods together, watch the same sports match together, or take part in the same sports tutorial classes together. Although conformity is a common phenomenon of social psychology and behavior, it is more common among higher vocational students (especially junior college students). The generation of conformity psychology and behavior of higher vocational students is related to many factors, such as their similar life experience and lifestyle, many common needs and strong consistency of behavior; in addition, sports consumption, as a non-essential consumption besides the means of human survival, belongs to the part of enjoyment and development materials, and is still relatively unfamiliar in people's life consumption, so most of them are unfamiliar. Students lack knowledge of sports commodities and experience of sports consumption, lack of judgment and self-confidence, conformity becomes their natural choice. In addition, their conformity is also related to their psychology and behavior of comparison, imitation, following the trend and following. On the other hand, each college student's own conditions are different, and a few of them have different personality psychology. With the strengthening of their self-awareness and the enrichment of their consumption experience, the personalized trend of their consumption behavior is becoming more and more obvious. They like to be different in sports consumption, especially when they buy sports goods.

3.3 The Coexistence of Seeking Truth, Honesty, Convenience and Novelty, Beauty and Fame

Higher vocational students come from different regions, different families, and the imbalance of regional economic development and industry differences lead to the difference of family income, together with the different family structure, which ultimately determines the imbalance of their consumption. On the one hand, the diversity of consumption of higher vocational students is influenced by their family income level and living habits, thus showing a great deal in consumption level, consumption quantity and so on. On the other hand, it mainly depends on the diversity of

students' personal needs. Seeking diversity is due to the different intensity of demand and the diversity of demand levels. The dominance of consumption, most students are on the basis of satisfying life consumption, as far as possible to meet the learning consumption, with the necessary entertainment consumption to regulate their spiritual life.

With the increase of grade, the consumption tendency of higher vocational students tends to be stable and mature. Because of the limited economic conditions, most students will make a planned arrangement for their income and expenditure. When they buy sports goods, they pay more attention to the low price and good quality of the goods. At the same time, they pay special attention to time and efficiency because of the lack of study. They often choose the place near the school for sports consumption. Through interviews, we know that the physical consumption of higher vocational students is mainly used for sports clothing, shoes and hats, followed by small sports equipment. Because sports clothing, shoes and hats can not only take physical education classes, extracurricular sports activities, but also replace the daily necessities, such consumption kills two birds with one stone. Labor-oriented consumption is mainly used in some paid fitness venues in schools, such as Table tennis hall, badminton hall, skating rink, swimming pool, sports training, etc. These venues are relatively cheap for students, and students can afford it relatively. On the other hand, as a youth group, higher vocational students prefer to pursue novelty and fashion, and are keen to pursue the trend of the times and brand. Many higher vocational students say that as long as economic conditions permit, they will consume brand sports goods in a larger range. They believe that brand consumption can reduce the risk of purchase, but also meet their psychological needs of "fashion", "competition", "winning". In the survey, we also found that some students with better family economic conditions, they excessively pursue brand sports clothing, access to high-end fitness venues outside school, and use it as a show off capital. Although this is not the mainstream, it requires schools, families and society to work together and guide education.

4. Conclusions and Suggestions

Higher vocational college students' consumption psychology shows their own characteristics by their environment, and is closely combined with the surrounding consumption environment. Because of their own group characteristics, they tend to adopt the same consumption behavior as most people. Most students have strong "conformity" in the process of consumption, which is also the "convergence psychology" of students' consumption and the sociality of students' life. This makes their consumption psychology interact under the influence and pressure of social environment and social groups, and shows a convergence phenomenon. In a sense, the consumption process is not only a process of meeting people's basic needs, but also a process of social expression and social exchange.

Sports workers should make a detailed analysis of the "convergence psychology" of higher vocational students, meanwhile, make use of the characteristics of school education, teach students in accordance with their aptitude, correctly guide their sports consumption consciousness, adjust their sports consumption structure, and rectify their meaningless convergence in consumption. To cultivate good sports consumption habits of higher vocational students, they can make rational use of limited sports consumption funds. Higher vocational colleges should actively guide, develop the sports consumption market of higher vocational colleges, and speed up the construction of sports facilities, and deepen the reform of college sports curriculum. The sports management and service of higher vocational colleges in our country should draw lessons from the operation mode of market economy, fully consider the consumption psychological needs of higher vocational students and their economic endurance, and formulate reasonable sports consumption price so as to better guide them to carry out reasonable sports consumption.

On the one hand, higher vocational colleges should actively advocate and guide higher vocational students to actively participate in all kinds of sports, and guide higher vocational students to establish a scientific attitude of sports consumption. On the other hand, higher vocational colleges should strengthen the construction of school sports venues, sports equipment facilities and equipment. At the same time, they should set up sports events with strong interest in

sports teaching to attract students to participate in sports teaching activities, so as to promote the overall level of sports consumption of higher vocational students. Higher vocational colleges organize students to participate in sports-related activities, and create a healthy and harmonious campus sports culture atmosphere, and create a good sports consumption ecological environment. For example, organizing students to participate in or watch various sports events, organizing sports meetings and sports knowledge competitions, we ought to carry out sports culture publicity activities, and further provide environmental support for students' healthy consumption in higher vocational colleges.

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