

# Investigation on the Current Situation of Consumption of Langfang Urban Staff and Workers' Independent Badminton Movement

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**Abstract**—By investigating the badminton movement of the main venues of Langfang City, the survey wants to know the current situation of consumption of staff and workers' independent badminton movement. According to the results of the survey, staff and workers who are independent badminton consumers are mainly young and middle-aged people, male-dominated. Credit purchase is the main way of consumption. Those staff and workers of badminton in Langfang City have higher requirements to the equipment, sporters believe the charges of Langfang City Museum are high, and cannot meet the needs of various types of consumers, and the service guarantee is falling behind, and the lack of comprehensive functions, etc.

**Keywords**—component; staff and workers; independent; badminton movement; consumption

## I. INTRODUCTION

Badminton movement, a kind of heart and soul sports, has the simple, entertaining, ornamental, elegant features, and enjoys a high international reputation and strong influence. Engaging in the sports frequently can not only improve the body's flexibility, coordination, flexibility, but also improve respiratory and cardiovascular system function and improve the ability of aerobic and anaerobic function, thus achieving the release of stress, the improving of health condition and recreational purposes. Therefore, it is deeply loved and welcomed by the majority of residents. Rapid economic growth of Langfang and the increasing number of badminton clubs, create good conditions for fitness entertainment market for the masses. Badminton movement becomes a favorite sport for staff and workers. The research is, in the hope of badminton consumption as a breakthrough point, aiming at the current operating status, management system, consumer groups and other aspects for systematical research. Aiming at some problems in Langfang City's badminton market operating, this research would like to put forward reasonable proposals in order to promote badminton to develop in the direction of commercialization and industrialization, and to promote people's scientific fitness.

## II. RESEARCH SUBJECTS AND METHODOLOGY

### A. Research Subjects

The research investigates the personnel of Yu Bu fitness factory flagship store, Shenghe Business Center, Ping Yu Yuan

dream club, City Stadium, Oriental University City Stadium and other major consumer sites, a total of 100 people.

### B. Research Methodology

This research is mainly using the way of document data, the questionnaires and figures statistics. Based on the references [2-3], the research needs to design questionnaires to investigate, giving out 100 questionnaires at random, and 93 questionnaires were available; recovery was 93%, and then I took these effective questionnaires into order, recording, statistics and analysis.

## III. RESULTS AND ANALYSIS

### A. The Characteristics of Langfang Urban Staff and Workers' Independent Badminton Consumers

In the sampling, dominated by men, there are 68 people, mostly in young and middle-aged people. Among them, 75 people are College or bachelor degrees or above and 18 people are below senior high school degrees.

### B. The Monthly Income of Langfang Urban Staff and Workers' Independent Badminton Consumers

The survey results show that the average monthly income levels of consumers focused on the 3000-5000 interval. Consumers' income levels have a close relationship with the work consumers are engaged in. Middle-income groups take a large part in the badminton arenas, because stable incomes and good regular life are the important foundations for people to be engaged in badminton fitness.

Monthly income ( yuan )	Below 1500	1501— 3000	3001— 5000	5001- 10000	Above1000 0
Number of people	4	24	45	17	3
Ratio	4.30	25.81	48.39	18.27	3.23

TABLE 1. The Results of the Monthly Income of Langfang Urban Staff and Workers' Independent Badminton Consumers (n=93)

### C. Staff and Workers for Badminton Spending in the Sports' Equipment

Survey shows that there are only 20.7% of the total number selecting rackets whose prices are below \$ 500 and between 500 and 999 yuan accounted for 48.5%, 30.8% above 1000. Consumers choose shoes 300 below accounting for 3.6%, 300-400 yuan for 28.3%, 400-600 yuan for 38.2%, more than yuan 600 for 19.9%. From the data above, we can see that the staff and workers in Langfang have a high demanding for the sports equipment, and also these data reflect the consumers' spending power is relatively large, which mainly belongs to the high-end consumer groups.

### D. Langfang Staff and Workers' Views to the Badminton Arenas' Charges

5.4% of the consumers believe the charges of the arenas are very reasonable, 28.2% believes the charges are relatively reasonable, 31.6% is reasonable, 25.6% is not reasonable, 9.2% is very unreasonable. In the standard charge, consumers are often from their own interests, so they usually have a relatively high demand on the badminton hall in order to pursue a good, cheap consumption.

### E. Analysis of Monthly Consumption of Langfang Staff and Workers Who Are Independent Badminton Movement

The amount of badminton consumption can reflect, to some extent, the levels of consumption level. Survey shows that the monetary unit embodies the Langfang City staff and workers' badminton current levels of consumption.

Monthly consumption (yuan)	Below 260	260-350	360-450	Above 460
Number of people	11	20	39	23
Ratio	11.83	21.50	41.94	24.73

TABLE 2. The Results of the Monthly Consumption of Langfang Urban Staff and Workers' Independent Badminton Consumers (n=93)

Table 2 shows that each month consumers' average expenditure in the badminton reached 360-450 yuan, and those people accounted for 41.9%, followed by more than 460 yuan(24.7%), 260-350 yuan(21.6%), less than 260 yuan( 11.8%). Consumption fees typically include the venue, badminton, rackets, shoes, and other related expenses.

### F. Langfang Independent Badminton Staff and Workers' Consumption Patterns

From the survey, we can know that the primary ways to arena consuming are membership cards, a random consumption, and reimbursement by the company. Card spending accounts for 52.3%, random consumption is 35.6%, reimbursement by the company is 12.1%. Consumer groups with the card have certain benefits, because such forms of consumption expand the number of badminton consumption, but also benefit the areas.

### G. Langfang City Staff and Workers Who Are Independent Badminton Consumers in Other Consumer Concerns

Consumers want to improve the standard fee of 22.1%, emergency treatment (17.4%), site, facility (16.1%), service attitude (12.1), management systems (9.4%), 7.4% in the museum environment, sparring guidance (6.7%), and operating time (5.4%), other 3.4% (see Table 3). Data reflect that consumers pay more attention on their own vital interests of consumers' attention than other aspects. Although the price is the first factor affecting spending, the price is not the only factor affecting consumption. Operators can adjust their ways of doing business by consumers' such changes.

	Frequency	Ratio
Charge standard	33	22.15
emergency treatment	26	17.45
management	14	9.40
attitude of service	18	12.08
Sparring guide	10	6.71
environment of venues	11	7.38
facilities	24	16.11
Operating time	8	5.37
other	5	3.35

TABLE 3. The Results Langfang Badminton Staff and Workers' Other Proposals of Consumption (n = 93)

### H. The Main Consumption and Additional Consumption of Langfang Independent Badminton Staff and Workers

Badminton consumption can be divided into two major patterns: one-time consumption and sustainable consumption. One-time consumption includes badminton rackets, bags, shoes, jerseys. Sustainable consumption includes badminton, space, shooting line, hand gel, towels, and sports socks and so on. Incidental badminton consumption includes water or beverages, food, transportation costs, bathing, driving fuel costs, protective gear, injury medicine.

In all additional consumption, the costs of water, beverages, and driving fuel are the most common consumption, and water and beverages are often high-end drinks It is free to bath only in Yu Bu, while in International Restaurant and Shenghe Business Center, people who play sports are likely to go bathing, swimming after playing badminton, therefore, it can initiate additional consumption. Or arenas give badminton lovers a little discount for their swimming after playing badminton. Maybe in this way, arenas can benefit a lot from that. At this point, the location of Yu Bu fitness club is optimal, comprehensive consumption can be carried out on the motion.

Because there will be accidental injuries, protective equipment are also necessary.

#### IV. CONCLUSIONS AND SUGGESTION

##### A. *Conclusions*

Langfang staff and workers who are in independent badminton movement are mostly young and middle-aged people, male-dominated; the education level of them is higher. Groups which go to the stadium are relatively with high incomes. The style of consumption is mainly through card spending, the staff and workers in Langfang have a high demanding for the sports equipment; the average monthly consumption level is about 400 yuan. Most people think the fees for the venues was relatively reasonable, but there are still 25.6% of people think that is not reasonable and 9.2% of people think it is very unreasonable. In addition, they are not satisfied with fee standard, handling of emergency situations, venue facilities and service attitude, hoping to improve.

##### B. *Suggestion*

First, I proposed operators to improve their business concept, exercise consumer-centric thought, enhance its hardware conditions develop service products for different age groups, deepen respective consumer content, such as: massage, sauna, catering, leisure , entertainment etc. [4], to obtain more added value and enhance consumer quality, and increase the number of consumer groups to consumption-led movement for the central purpose of the Composite Consumer, complete

upgrading of consumption; Second, in the large tournaments, government departments should invite high-level athletes workers in matters of race or enjoy on-site guidance, and make more communication and interaction with surrounding cities, using the network platform to share information and results so as to promote badminton fitness industry forward; preferably, it is recommended to actively organize various sports events, through competition to raise the consumers' level, increase their technical training, and improve staff motivation, increase spending badminton supplies, and finally enhance the level of industrialization and mass awareness.

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