

Analysis of the Influence of Cultural and Social Psychological Factors on Sports Consumption

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Abstract—As the 21st Century Technology Information Age comes, people's consumption concept, consumption structure and consumption attitudes have significantly changed, and the pursuit of health is still the leading direction of the social development of human beings today, and sports consumption has become an indispensable part of modern economic life. Development of sports consumption is not a single economic behavior, and will be necessarily impacted by the modernization of society and culture as well as social psychology, and even the non-economic factors play a basic and decisive role to some extent.

Keywords—culture; sports consumption; social psychology

I INTRODUCTION

As the 21st Century Technology Information Age comes, people's consumption concept, consumption structure and consumption attitudes significantly change, pursuit of health is still the leading direction of the social development of human beings today, sports activities that help to improve health have become the preferred option for improving mental and physical health, thus significantly promoting the prosperity of sports consumption, namely, sports consumption has become an indispensable part in the modern economic life. Any consumption of human beings is dependent on the specific social environment, and exists in various relationships with others. Accordingly, sports consumption is not only defined as an economic behavior, but also a social behavior, so, it will unavoidably be affected by various non-economic factors in the social life of human beings. In this paper, the two non-economic factors of social psychology and social culture are adopted to discuss their influence on the sports consumption.

The authors studied the theories and practical meanings of sports consumption based on the trend of differentiation of hierarchy in sports consumption, from sociological perspective of social hierarchization, and in the background of rapid development of sports consumption and structural differentiation of social hierarchy in China, studied the effects of sports consumption from the perspective of social hierarchization, preliminarily probed into several issues such as how to boost sports consumption from the perspective of social hierarchization, and revealed that sports consumption in China shows the trend of differentiation of hierarchy. The effects of studying sports consumption from the perspective of social hierarchization are to make sports market subdivision even more effective, to make study easier to be standardized

and easier to reveal the characteristics of sports consumption, and to make it possible that relevant achievements in social hierarchization study will provide references for sports consumption study. In order to boost sports consumption from the perspective of social hierarchization, at the macroscopic(state's) level, the problem of differentiation between the rich and the poor should be abated and solved, and the middle class should be massively cultivated; at the middle (market's) level, sports resources should be rationally adjusted and fully utilized in order to meet the demands of multiple hierarchies for sports consumption; at the microcosmic(enterprise's) level, rational sports market subdivision and orientation should be carried out, and effective get market strategies should be employed.

Through document methods, six fairly great research levels have been summarized, including the economic concept of sports consumption, status survey of sports consumption in different regions, genders, ages and different social groups, the relationship of sports consumption and sports industry, research of sports consumption culture, sports consumption research of small towns, researches mainly focus on sports consumption behaviors. Research paradigms about sport consumption are focus on consumption economics, traditional sociology and consumption cultures, those research paradigms have themselves absolute interpretive concepts, there are different in methods and applications. From the total character of researches about sport consumption, it showed more in the majority of traditional sociology and consumption cultures research paradigms than consumption economy paradigms, which are excreted on uneven distribution characteristics, moreover. There are no depth studies. So it is expected to be in depth studies in a new perspective.

II SPORTS CONSUMPTION AND CULTURE

Influence of modernization of culture on the development of sports consumption

One of the non-economic factors that may exert deep and wide influence on the sports consumption behaviors is culture. Culture is the aggregation of the physical wealth and spiritual wealth created during the social historical development of mankind (including the two categories of material culture and non-material culture). For any person in the society, none of activities or behaviors may go above or beyond the culture or tradition. The established culture always comes together with specific historical environment, and the life of human beings can never come away from the traditional culture atmosphere. In consumers' behavioristics, culture is defined as the

aggregation of beliefs, values and habits that are acquired and may instruct the consumers' behaviors. At the same time, political system, economic system, and economic development level, human beings' values and concepts, customs and habits and residents' overall quality exert important influence on consumption culture. The consumption behavior is: 1. indirect, namely, the culture provides the background for residents' daily activities; 2. direct, namely, Duse bury, an American economist pointed out: "The decisive influence of culture is found everywhere in various purchase activities of human beings, culture may influence residents' sports consumption at least in two basic modes". Culture constrains which sports products can exist, be purchased and consumed. The latter influence is more significant than the former. As the cultural factor is normal and deep in itself, it is difficult for consumers to experience the influence of culture on sports consumption behaviors.

However, we cannot notice the importance of cultural factors to residents' sports consumption behaviors unless we study the influence of cultural factors and face the influence of cross culture. The influence of Chinese traditional culture on residents' demands for sports and sports consumption behaviors finds expression in the following: as a nation living on the rich river basin, Chinese people have been living in the natural environment based on the self-supported small peasant economy generation after generation, and they get used to the quiet, harmonious and relatively stable lifestyle, so Chinese traditional sports culture focuses on cultivating their moral characters supplemented by health. Generally, Chinese do exercises in a peaceful and static mode; fierce and exciting sports will unavoidably be affected. Sports consumption as an economic behavior will surely be constrained by the "hand of culture", and the traditional sports culture still exerts some influence on the consumption concepts of mankind for its inertia, and human beings' daily consumption behaviors are still constrained by the traditional sports culture to some extent. So it is the features of Chinese traditional culture that decide that the modern sports consumption and the development of sports industry can not only rely on traditional culture. Modern culture is a kind of culture that has an open dynamic structure and may exert influence in the range of the world, and a new pattern of culture with unique features of the age is formed, and it will unavoidably exert deep influence on the sports economy and sports consumption. Consumers with modern cultural views are driven to take sports as an indispensable part of self-development by their consumption value orientation, taste cultivated, spiritual pursuit and other modern cultural drive factors, whether they are rich or not. So, unless driven by modern culture, it is unrealistic to develop sports consumption healthily.

III SPORTS CONSUMPTION AND SOCIETY

The influence of social psychological factors on consumers' sports behaviors

In a consuming society, how consumers consume and what they consume may help the individuals to establish their identities and achieve their self assurance because human being is a social creature that needs others' appraisal in order to establish their identities in the society. The general appraisal

on the subjects by others is reflected in the subjects' minds, and will exert influence on their self-awareness and self-appraisal as well as socially identified status. Sports consumption is an economic activity with the purpose of meeting the demands of doing physical exercises or being delighted both physically and mentally. The subjects of sports consumption are the consumers. Under the influence of the powerful social psychological and social environment, the whole sports consumption behaviors will unavoidably be affected by social psychology and social psychology will also unavoidably become an important factor that affects sports consumers' behaviors. Social psychology exerts influence on sports consumption in several aspects, and consumers' sports consumption concepts in a period are deeply affected by social psychology. For instance, sports participants may show their personalities during sports consumption and in terms of game selection, their personalities are shown in whether they select the ones for the purpose of watching or taking a part in them. It is the difference in concepts that leads to significantly different sports consumption behaviors.

IV. CONCLUSIONS

There are a lot of factors that affect the sports consumers' behaviors, and their consumption psychologies are also different from each other. The consumption behaviors of the consumers even having completely identical economic conditions may also vary. The sports consumption behaviors dominated by the social psychology will also cause the fluctuation of the demands for sports consumption. Different social psychologies will lead to different sports consumption behaviors and modes, and exert influence on the demands of sports from different angles. For instance, at the beginning of sports reform, there are few varieties of sports consumptions and such sports as hula hoop, bowling, roller skating introduced from overseas quickly became popular throughout China, however in today's prosperous sports market, it is difficult for a type of sports to become popular in such a large range. Social psychology is also jointly affected by various factors such as economic system, social culture, and even territory and others. Accordingly, in case of significant change, the consciousness of the social subjects also fluctuates due to the uncertainty of the social environment. In such a background, sports consumers' behaviors become orderless. However, in the environment where social psychology is relatively stable, the sports consumers' behaviors are highly predictable. The influence of social psychology on the sports consumption behaviors is of implicit nature, and the identification of individual's psychology with the social psychology decides its influence. In this sense, social psychology exerts non-compulsory influence on sports consumers' behaviors, which reflects individuals' recognition of the main social views.

Sports consumption is a kind of growing pleasure-oriented consumption, and its growth does not come in isolation or at random but is closely affected by the different economic, social and cultural factors. Among them, the most notable impact on the sports consumption comes from the level of economic growth, change of life styles, the degree of urbanization as well as the cultural modernization, which, to some extent, play fundamental and decisive roles in its

development. The level of economic development determines the level of consumption; the change of life styles boosts the sports consumption; the level of national urbanization decides the formation and release of the consumptive potentiality. Culture, however, exerts an even more profound impact on the growth of sports consumption.

Altogether, the development of sports consumption is not a single economic behavior, and its development is not isolated, and is unavoidably affected by the modernization of social culture and social psychology, even this non-economic factor plays a basic and decisive role.

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