

The Analysis of the Current Stage about Level and Market Development in Chinese Street Dance

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ABSTRACT

The street dance market springs up in China recently, with an increasing number of educational institutions and related television programs. However, the actual level of Chinese street dance needs to be measured and verified. The topic of this essay is to determine whether the rapid development of Chinese street dance market corresponds to the actual level of Chinese street dance. The research methods included literature review and questionnaire survey. The research results show that the actual dance level in China is limited by many factors, including the level of teachers, the publicity of large-scale competitions, and the imbalance in gender ratio, which indicate the development speed of the practical street dance level in China is relatively slow compared with that of the street dance market.

Keywords: *Dance Market Development, Chinese Dance Market, Street Dance Level.*

1. INTRODUCTION

With the progress of society, street dance comes into people's view and formed a new market. In China, the development of street dance market in recent years is particularly prominent. Many factors play key roles to the street dance development. The developmental potential of street dance market in China, as an emerging market, should not be taken lightly. However, although street dance quickly spread in a large range, the true effect of its rapid development is undetermined. More and more people begin to participate in the street dance related activities, but the problem of whether or not the participation of these people only stay in the range of interest development, or the pursuit of fashion, and not result in China's actual development and upgrade the street dance level is remaining unknown. Based on these unsolved questions, the paper discusses whether the development of street dance market in China corresponds to its actual promotion on street dance level. This paper uses the method of literature, logical analysis, data analysis to study the overall development of the street dance market as well as the actual dance level in China. And through the questionnaire collection, the street dance market in Beijing as a representative is investigated and analyzed. The paper is aimed to explore the pattern structure of street dance market, explicit the current situation and limiting factors of market development and actual level of street dance, and put forward scientific and

reasonable suggestions, so as to provide theoretical basis and reference experience for the development of street dance market.

2. THE ANALYSIS OF THE STREET DANCE MARKET IN CHINA

The first thing that should be illustrated is the current situation of the street dance market development. There are two aspects that should be considered as representative, including extra-curriculum classes market and street dance related television program ratings.

According to China Industry Information Network, the market size of dance training in China will continue to rise in recent years, and is expected to reach 35.3 billion yuan in 2023 (China Industry Information Network 2019) [1]. Also, there are more than 5,000 hip-hop training studios in China, with an annual total of 5 million hip-hop training person-times and more than 300,000 hip-hop industry practitioners [2]. Therefore, the street dance market in China has a good prospect, involving numerous participants. As for research on the training market development, the paper takes Beijing as a representative. The conducted research used reference materials as well as a questionnaire including 87 people. Because the number of street dance training institutions in Beijing has exceeded 500 in 2017 and the number institutions continues to grow, Beijing's street dance training market has gradually become a hot market [3].

First, the research shows that these extracurricular training courses are mainly for commercial purposes. 44% of street dance training institutions are located in commercial areas, due to the dense population mobility, well-developed transportation, and relatively high exposure to target groups[3]. Also, among the 25 street dance institutions surveyed in Beijing, 6 are chain training institutions, accounting for 24% of the total [3], and indicating that the street dance training market is moving towards chain operation, a relatively successful business model. Secondly, the training market has considerable funds and offers a variety of types of consumption to abundant consumers. According to the sample study, 60% of the training institutions invested in 200,000-500,000 yuan, and 28% of the which invested in more than 500,000 yuan [3]. These large sums of money can guarantee the infrastructure construction of training institutions, such as mirrors, sound box, air conditioning etc. Moreover, according to the survey results, as shown in graph1 and graph2, there are different kinds of consumption that consumers can choose based on their own status. So, consumers have a variety of choices, and the distribution of choices is relatively scattered, which means that diversified choices can better match the situation of different consumers. At the same time, the research found that the price that consumers can accept is relatively considerable: consumers who can accept a class at 100-300RMB account for 44%, nearly half of the number.

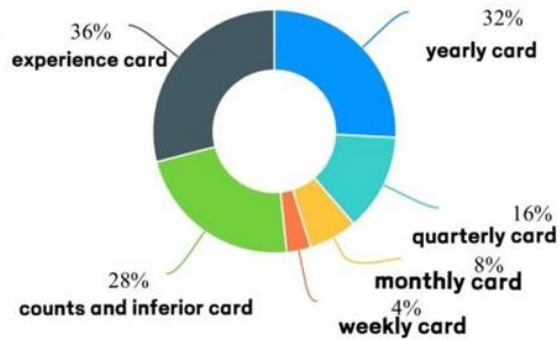


Figure 1 The preference of consumption of consumers

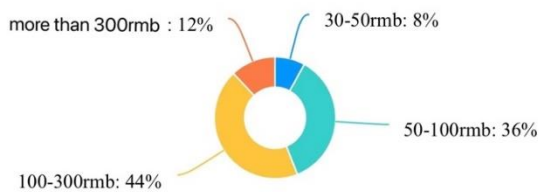


Figure 2 The preference of price per class

At the same time, training institutions have a relatively large number of trainees, and the market has a certain developmental scale: Training institutions with 50-150 trainees account for 62% of the total, and those with more than 150 trainees account for 36% of the total.

As a result, the street dance market has considerable investment and income simultaneously. Thirdly, some managers and teachers of the training courses are not qualified enough. According to the survey, there are two operation models, joint operation and private operation, respectively 48% and 52% of the total number. Some of the problems then arise with the individual business model, which contains more than half of the managers. In its definition, personal management generally refers to the situation that the operator himself is dancer, who pays efforts to run a training institution. However, individual operators of dance training institutions are generally between 21 and 30 years old, usually without a bachelor's degree or above, and have no experience in operation and management[3]. However, expertise is a crucial factor in managing a dance enterprise, which leads have enormous influences when operating institutions[5]. Besides, research shows that the majority of street dance teachers in Beijing are part-time: 83% of the total number. Meanwhile, the qualifications of the teachers show a declining trend: teachers with less than three years of teaching experience account for 65 percent and the proportion of teachers who do not have a bachelor's degree is 69 percent [3]. It should be noted that part-time jobs will affect the progress of training since part-time teachers are unable to fully devote themselves to teaching compared with full-time teachers, which might lead to substitute classes and lateness. Moreover, even if the teachers themselves are of high level, the lack of enough teaching experience and knowledge will lead to the failure of the expected effect of teaching and the decline of teaching quality. In conclusion, street dance market has begun to take shape, is in the period of vigorous development, and has a good prospect. However, problems also exist, particularly the problem of mismanagement by managers as well as non-qualified trainees.

Another way to measure the development of the street dance market in China is to measure whether street dance related TV programs promote the progress of the market. In fact, in recent years, a lot of TV shows that are connected with street dance spring up in China, among which the two representative shows are This is Street Dance and The ardent Street Dance Troupe. On Weibo, a major software platform for Chinese Internet users to publish and share information [4], the official account of the show This is Street Dance has 2.97 million followers and 153 million retweets, comments and likes. Likewise, there were 638,000 and 329,000 followers respectively on the app platforms where the two representative programs are broadcasted. Moreover, according to the survey, since the launch of the show This is Street Dance this year, from August 14 to August 28, the show reached the top of the popularity list of entertainment programs on the Internet for 14 days. As a result, these statistics are enough to show that those street dance related TV shows gained a lot of attention in China, attracting people to

click on the programs and enjoy. What's more, in order to find out if these shows are really helpful to the development and promotion of the street dance market while gaining enough attention, the questionnaire in Beijing has collected relevant data. The people who filled out the questionnaire were divided into those who had studied hip-hop in institutions and those who had never studied hip-hop before. Statistics show that for those who have studied street dance, 44% decided to learn it after noticing its charm through TV show. For those who are not familiar with this field, most of their impressions of street dance come from online channels, including TV shows, accounting for 83.87% of the total. In a word, street dance related TV programs not only have gained a lot of attentions through the current rapid development of network channels, but also played an advertising role for the street dance market and street dance itself, in a sense to promote the formation and development of the hip-hop market by introducing more people about this special art.

3. THE ANALYSIS OF THE ACTUAL STREET DANCE LEVEL OF CHINA

The second focus should be on the actual level of street dance in China, which also include many aspects, such as the performance of Chinese dancers in the international competitions, the purpose of the students who assigned extracurricular classes, and the balance in genders. First of all, although Chinese dancers appear in international street dance competitions, the number of winners and the popularity of the winners are not very high among Chinese. In JD (JUSTE DEBOUT), the most authoritative hip-hop dance competition in the world, the group of A Ya and Bing Bing won the championship of Locking Group in the World Final in 2010, which is the first overall champion of Chinese in the world-class hip-hop dance competition and won the recognition of the world. After that, in many world-class street dance competitions, such as KOD and BOTY, Chinese dances could be seen, but they are not well known. It can be concluded that these competitions which can verify the level of street dance are not well known in China, and also reflect from another aspect that the actual level of street dance in China is yet to be measured and developed. Secondly, according to the questionnaire released in Beijing, as shows in graph 3, when the questionnaire showed multiple choice questions about purpose of students attending institutions, the proportion of participants who aimed to participate competitions was the lowest, only accounting for 12%, while 100% of them choose the aim of developing hobbies, and 50% choose the reason that they want to exercise. Moreover, 84% of the people who have learned street dance choose not to take part in large-scale street dance competitions through attending extracurricular classes, and just take street dance as a hobby. For the 16 percent who choose to participate in competitions, the highest level is only at the municipal level. As a result, most people participate in

street dance extracurricular classes only for the purpose of physical fitness and hobbies development, but are not very interested in attending in large-scale competitions. This may explain why, as the Chinese street dance market continues to expand, international street dance competitions have not followed suit. Thirdly, in most people's cognition, there is an imbalance between male and female ratio among ordinary street dance learners. According to the results of the questionnaire, as shows in graph 4, 88% of the people who have learned street dance believe that most of the people who learn street dance are females. To sum up, the actual street dance level in China may not develop as fast as expected. The reasons include the lack of publicity and participation in large-scale competitions, the lack of high pursuit of dancing skills due to learners' limited interests, and the imbalance of gender ratio.

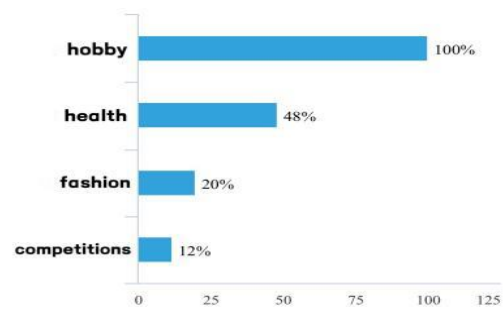


Figure 3 The purpose of attending classes

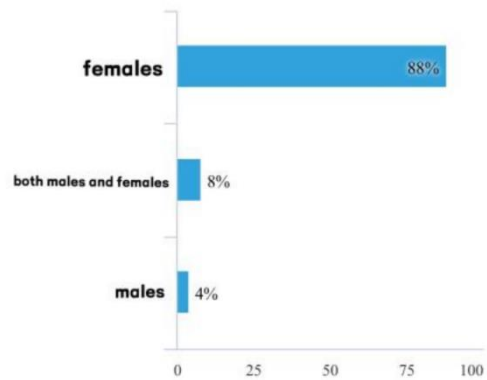


Figure 4 Gender proportion

4. CONCLUSION

As for the recent situation of the development of the street dance market in China. First, Chinese street dance market has begun to take shape. The number of street dance training institutions is gradually rising, the investment in training institutions reached a certain scale. Second, the street dance market in China is in a period of vigorous development. The government gives street dance training market stable support from the policy point of view, and also offers a relatively open environment [3]. Also, the TV shows related to street dance promote the popularity of this field. However, the rapid development of the market does not seem to match

the actual level of street dance in China. Although the hardware of street dance training market is confirmed, the software is relatively backward, and there is confusion in the management. Teachers are loosely regulated and there are no clear standards for seniority. Some teachers themselves have good hip-hop ability, due to their low educational background and young age, resulting in inadequate teaching ability. The managers of street dance training institutions lack official marketing knowledge, having problems in targeting market. Moreover, the large-scale international competitions are not promoted in China, and the students do not have the purpose and willingness to participate in competitions, which leads to the slow development of the hip-hop level in China, compared to the development of the market. Also, the problem of gender inequality is obvious, which may cause some people not to participate in street dance due to gender reasons.

As a result, street dance institutions should strengthen management and improve the level of teachers as well as the administrators, actively introducing new teaching methods into the classroom, such as VR[6]. Also, the market should pay attention to advertising, aim to improve publicity of international competitions among trainers, and the introduction of specialized talents, aim to enhance the dancing skills of learners.

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