

The Influence of New Media Sports Communication on College Students' Sports Consumption Behavior

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Abstract

This paper defines and classifies college students' Internet media contacts and sports behaviors through literature analysis and questionnaire survey. On this basis, some colleges and universities in Xi'an, China, are taken as an example to investigate the current situation of college students' network use and sports consumption behavior. The research shows that the network has a high usage rate of college students; college students have a positive attitude towards using the Internet to receive sports information; college students' sports consumption is mainly in sportswear and sports equipment, and their sports investment is insufficient, and sports behavior still needs to be strengthened.

Keywords

Network sports information, College students, Sports consumption behavior.

1. Research Background

According to the "Statistical Survey on the Development of China's Internet Network", as of June 2018, the number of mobile Internet users in China reached 788 million. In the first half of the year, the number of mobile Internet users increased by 35.09 million, an increase of 4.7% from the end of 2017. The proportion of Internet users using mobile phones has increased from 97.5% in 2017 to 98.3%, and the proportion of mobile Internet users continues to climb. From January to June 2018, the total amount of mobile Internet access traffic was 26.6 billion GB, a year-on-year increase of 199.6%.

Chinese netizens are mainly young people and middle-aged people. As of June 2018, the 10-39 age group accounted for 70.8% of the total number of Internet users. Among them, the netizens in the 20-29 age group accounted for the highest proportion, reaching 27.9%; the proportions of the 10-19 and 30-39 age groups were 18.2% and 24.7%, respectively, which was basically the same as the end of 2017. Among the professional structures of Chinese netizens, the largest number of students, combined with the age structure, college students are already the most active users of the Internet.

With the continuous popularization of new media, the role of Internet media in sports development is becoming more and more important. The relationship between sports and media is also constantly close. The dissemination of sports information has become a common need of the sports industry and the media industry. The spread of new media sports information has gradually become one of the main ways for people to obtain sports information. Sports knowledge, sports news, and sports competitions disseminated by new media have become an important means of changing people's sports awareness and sports behavior. Adolescents are the main users of new media and the main recipients of sports information, especially in the era of big data and information. The new media communication affects the growth of young people and at the same time changes the thinking and behavior of young people to some extent.

This study takes students from Xi'an as an example to investigate the students in some colleges, analyze their sports behaviors and sports consumption, and discuss the impact of new media sports communication on college students' sports consumption.

2. Research Objects and Methods

Research object

This study takes students from undergraduate colleges in Xi'an as the survey object, and takes the network media contact and sports consumption behavior of college students as the research object.

Research methods

Review relevant research and summarize the research content and results of previous people. According to the survey design, the survey questionnaire is in line with the basic information of college students, media contact habits, current status of sports behavior (learning behavior, sports behavior, consumer behavior) and the impact of sports communication.

3. Research Results

There were 546 people in this survey, including 275 males, accounting for 50.4%, and female 271, accounting for 49.6%. In this survey, 115 people in the first grade, accounting for 21.1%, and 109 in the sophomore, accounting for 20%. The third year accounted for the largest proportion of respondents, 191, accounting for 35%, and the number of seniors was 131, accounting for 24%.

Table 1. The main way of normal exercise (N=546)

	Frequency	Percentage
With classmates or friends	295	54.0
Alone	110	20.1
School organization	75	13.7
Participate in clubs or societies	26	4.8
Other forms	40	7.3
Total	546	100.0

The main way for college students to participate in sports is group activities. More than half of the students are engaged in physical exercise with classmates or friends. Only about 20% of students choose one person to exercise. Combined with the results of the previous questionnaire, we found that college students use the Internet to receive sports information, which meets the needs of entertainment and social. In sports behavior, they also show behaviors that like to socialize through sports and in sports. Sports has become another social activity in real life outside the network.

This also shows that sports information and sports behaviors are not just personal interests, college students have already used them as topics and social ways of communicating with classmates and friends.

Table 2. Average consumption for sports per semester (N=546)

	Frequency	Percentage
1-100 (Chinese Yuan)	187	34.2
101-200 (Chinese Yuan)	114	20.9
201-300 (Chinese Yuan)	78	14.3
301-400 (Chinese Yuan)	44	8.1
401-500 (Chinese Yuan)	25	4.6
500 above	60	11.0
None	38	7.0
Total	546	100.0

It can be seen from the table that the sports consumption level of the undergraduate students is generally not high, and about half of the students consume less than 200 yuan per semester. On the one hand, due to economic constraints, the economic resources of Chinese college students mainly depend on their parents, satisfying the needs of learning and living, and no more money for sports consumption.

Table 3. Consumer spending destination (multiple choice) (N=546)

	Frequency	Percentage
Buy sportswear	386	70.7%
Buy tickets for sports events	49	8.97%
Buy sports equipment	197	36.08%
Sports website member or top-up	39	7.14%
Sports related books or professional training	39	7.14%
Sports game consumption	88	16.12%
other	110	20.15%

On the other hand, the main reason for college students' sports consumption expenditure is to purchase sportswear and sports equipment. More than 70% of students mainly buy sportswear, which indicates that college students have higher requirements for their sportswear. Nearly 40% of students use their expenses to purchase sports equipment, which also reflects students' attention to sports image and equipment. At the same time, we can find that the consumption of college students on the Internet is not directly proportional to their enthusiasm for accessing sports information through the Internet. Buying website members, or purchasing sports event viewing rights and other virtual consumption, is not the main aspect of college sports consumption. Only 7.14% of students have purchased sports website members or paid to watch sports games broadcast, indicating that college students still try to pass various Free viewing rights are available on live platforms or other media formats such as free media channels.

Table 4. New media has a positive effect on sports behavior (N=546)

	Frequency	Percentage
Strongly disagree	8	1.5
Not agree	14	2.6
Does not matter	105	19.2
Agree	277	50.7
Strongly agree	142	26.0
Total	546	100.0

The above results show that network sports communication can provide more abundant sports information and sports knowledge, which plays an obvious role in the understanding of most college students on sports. That is, the contact of online sports information helps to enhance college students' sports cognition, and promote sports behavior. The survey found that more and more college students are able to actively participate in sports activities, which is inseparable from their sports awareness, and these sports awareness and the formation of sports values, the network media played a vital role. The online media conveys the latest and most comprehensive sports information to college students, enriches their understanding of sports and enhances their sports culture. In the survey, many college students also obtained the sports knowledge they wanted to know through the Internet.

Table 5. After receiving sports information, I will give myself sports consumption

	Frequency	Percentage
Strongly disagree	19	3.5
Not agree	40	7.3
Does not matter	144	26.4
Agree	236	43.2
Strongly agree	107	19.6
Total	546	100.0

In order to satisfy their various sport's needs, different individuals obtain the whole process of material, ornamental or service products for sports by spending a certain amount of economic income. This process is usually defined as sports consumption.

4. Discussion

1. College students have a strong demand for sports information, mainly relying on the Internet to obtain sports information. Combining the theory of "use and gratification", it is found that the satisfaction of the new media sports news to the audience is divided into two categories. One is the satisfaction of the audience's cognitive needs, including a large number of sports news information, real-time updates of sports news, and immersive sports news experience. And a rich form of news expression; the second is the satisfaction of the emotional needs of the audience, including the unique and novel personalized news tag customization function, satisfying the curiosity and dominant desire of the audience, the possibility of comment exchange, satisfying the comments, and entertainment.

2. The contact content of college students' sports information is mainly concerned with entertainment and fashion. Sports knowledge and sports reports need to be more in line with the information receiving habits and reading habits of college students, maintain the richness and quality of the content, and enhance the timeliness that attract more college students to obtain positive sports information through new media and cultivate positive sports attitudes.

3. Enhance mobility and interactivity to maintain a sticky personality with college students. Nowadays, video-based iQiyi, Youku.com, Tencent video, small video-based Tik-Tok, and beauty shooters can all present sports messages to users through a variety of network platforms. During the viewing process, users can comment at any time to achieve zero-distance contact between news reports and the audience.

4. Schools should strengthen the application of the network in physical education, guide the network sports information according to the differences of gender, specialty and grade; correctly guide the network application of college students by adding special lectures on network physical education; strengthen the network use ability of college students, and

advocate the network of college students Self-discipline, improve the ability of college students to identify the authenticity of sports information.

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