



Research Article

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Urban women sports goods consumption market research and analysis

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ABSTRACT

Through the investigation of urban women sports consumption situation, to study consumption concept and of the dealer sales strategy for the purpose, and the integrated use of literature, questionnaire, interview and data statistics analysis of the article. This results show that stores the merits of the sports goods sales strategy for women's sports goods consumption level influence dominated. In addition, the age of the women surveyed structure, income level and consumption habits of the influence of the sports goods consumption also occupies a certain proportion, the young and middle-aged women sports consumption value proportion is the largest. Conclusion is that women in the channels of sports consumption, consumption population and shopping site selection is still there are some unreasonable, that merchants on the sales strategy needs to be improved. Suggest merchants should be reasonable to optimize product sales strategy, according to the different age, different classes of women consumers to formulate the corresponding marketing strategy, so as to correctly guide women sports consumption, to improve the quality and level of sports consumption.

Keywords: sports goods; Central city; Women; Market research and analysis; strategy

INTRODUCTION

"Sports goods" that people use to exchange of sports related products of labor, it includes sports or sports clothes and sports bag, shoes, etc. In addition, the sports goods include physical fitness equipment, sports and health products, sports equipment, such as all kinds of ball games ball, pat, bar, etc [1]. And sports related department to provide the exercise or the paid service of leisure sports activities and sports goods, merchants sell sports service, and customers through the consumer to enjoy sports service and bring happy and relaxed. This article defines sports goods only as sportswear or recreational sports goods, because they are mass sports consumption goods, also is at present the mainstream of sports consumption in Hangzhou, the selectivity of rich color, variety style, concise and lively line, suitable for a variety of sports, for young and old, also it is popular with the women love [2].

Along with our country economic system reform and the rapid development of the productive forces, people's living standard, the consumption structure, consumption habit of significant change of consciousness, and the flourish of the sports industry in China, the field of sports consumption is constantly develop and explore [3].

According to statistics, nearly 90% of urban women master family resources, and no doubt greatly promoted women's actual purchasing power. Also, women sports goods consumption increased, they will become the backbone of sports consumption market. Hangzhou women like beauty, wear, love sports, love has the characteristics of the frontier consumption, fashions. From female sports goods consumption situation to test the existing sports goods sales businesses in Hangzhou whether sales strategy of female consumers recognition, this to the businessman undoubtedly provides a good proposal for sales strategies [4]. To make them further optimize sports goods sales strategy, so as to grasp the female consumer market, to the greatest extent to meet the needs of the female consumers to buy.

EXPERIMENTAL SECTION

Use the questionnaire survey, 1000 questionnaires, 938 questionnaires taken back, the recovery rate of 93.8%, effective questionnaire 90.8, accounting for 96.8% of the take back the questionnaire. With random interviews, in district pedestrian street and square, random block's visit to the 141 women. Its occupation, age, education, income, as shown in table 1.

Table 1 Respondents personal data statistics

		Number
Job	Company	38
	Teacher	15
	Service	22
	Student	31
	Boss	5
	Government	7
	Other	23

RESULTS

Through the survey, 96.5% of female friends is through television, telephone, Internet, magazines, newspapers, outdoor advertising channels such as friends and to understand the sports goods and purchase. For example, Nike, Adidas, li-ning, UMBRO, Anta, such as first-line brand at home and abroad, many women are through more channels and learned by heart.

Goods stores and malls can give them greater reliability, according to interviews, 68.8% of women in Hangzhou stores and department stores, large shopping malls such as the new century to buy like Nike, Adidas, Kappa, li-ning, Anta, such as first-line brand, explain the traditional sales channels are still has a considerable market share. Female consumers more important is the quality of the goods and quality, large shopping malls and stores the quality of the goods can be guaranteed. And supermarkets and wholesale markets are 14.55% and 13.61%, the number of consumer also can not be ignored, judging from common sense and experience, to the two consumption are mostly general working-class families and cloth. Businesses should also consider this part of the crowd.

According to the interview, most women in the wholesale market, general sports shop will only buy some cheap unknown or some private enterprise production workshop goods. Consumers will buy inferior goods or fake goods and there are some scruples of the channels. This will cause some production quality good manufacturers on the merchant's sales channel is blocked, which affects the sale of goods.

From the investigation of female participants, income mostly in 1500-5000 yuan. The price is the main factor, many women consider in addition, Hangzhou girls are quite beautiful, think the design is more important to the quality of your goods. In the back of the followed by brand, service and environment. In general, shopping malls, and brand has good shopping environment, quality and after-sales service, this is also one of the reasons many female consumers choose and buy. Thus it is not hard to see consumers have not only value the quality and the price of a commodity, for its purchase site environment and service also begin to have higher requirements. Make shopping not only in the purchase of goods itself, and it is a pleasure in the whole shopping process. So consumers need more quality services to ensure that buy their goods, and more safety and reliable.

Most women look beautiful and practical to buy sports goods, the price is reasonable, what brand is not important, but more important to young female consumers goods brand, they think that more can reflect the personality of the new age women, show adequately fashion, aesthetic, reflect ego value (see table 2). Seen from table 2, the domestic brands and generic brands still have most of the market share, they mostly by li-ning, Anta, and many other domestic brands to select the object, and the investigation of the female consumers to buy foreign brands were mostly young women, mainly by Adidas, Nike, Kappa to select objects.

Table 2 Female consumers to choose sports brand statistics

Foreign Brand	Domestic Brand	No Brand
36%	51%	13%

DISCUSSION

Female consumers to purchase goods TV advertising is the main source of information, shopping malls and

magazines; And look from the credibility of information sources, friends and peers is most worthy of trust. Traditional sales channels are still occupy a considerable market share, women still tend to go to stores or shopping malls to buy sports goods [5]. Emerging sales channels such as TV network shopping, the supermarket also gradually accepted by more and more female friends, also more and more get the welcome of consumer. Women in the more important to buy sports goods is the design of goods, followed by the commodity price, quality, environment, after-sales service. From the survey, the young female consumers were much higher than domestic brand of international brands, some products not only in terms of quality, and foreign brand of a gleam of service, quality, identification, after-sales service and shopping environment to their approval. In addition, the price is an important factor restricting people choose brand [6].

Merchants on the marketing strategy should be more television ads, shopping advertisement publicity of sports products, and development, network and supermarkets, and other new sales channels, make consumers to buy sports product is more convenient and quick. In particular, many domestic brands should pay more attention to on this. Merchants in product sales more should pay attention to the improvement of the quality of service, not only to grasp every women that they become the brand of "repeat customers", and more pay attention to the propaganda role of peers and friends, introduce more customers to visit the store [7]. Thus more meet the needs of female consumers buy sports goods, make they buy at ease, using at ease. Sales of various channels should be more professional, sales of the commodity quality, more comfortable shopping environment [8]. Businesses should be improved much from these aspects, establish brand image. Merchants for the product selling price should be considered by most consumers can afford a price range, it makes the most of the working class able to afford the sports goods, also should consider different age groups, different culture class of women to the different needs of sports goods, produce can meet different levels of women of all kinds of sports goods [9].

In terms of access to other information, consumers really want to know the effect comparison of the same kind of sports goods, the price of high and low, the information such as domestic and foreign production. From the survey found that female consumers were much higher than domestic brand of international brands for the domestic sports goods enterprises still have a long way to go.

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