

Research on Community Sports Provision, Residents' Satisfaction and Participation Community Sports Activities in China

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Aim

For a long time, the mass sports in China have taken the top-down strategy, namely, the government through the policy, planning, building sports facilities and organizing sports activities, training social sports instructors, and so on, to promote the development of community sports. But what are the fitness needs of community residents? Are they satisfied with the community sports service provided by the government? Does their satisfaction with the supply of community sports services affect participation behavior? Such research is imminent.

Theoretical Background and Literature Review

Payne and Schaumleffel (2008) believe that the community sports and entertainment activities are an important function of the government, and its development is an important means to promote the transition from rural to city. In 2014, the State Council of the People's Republic of China issued a number of opinions on speeding up the development of sports industry to promote sports consumption, raising the national fitness into the national strategy and the establishment of the National Fitness Day. The implementation of the national fitness regulations and the national fitness program has made the community sport obtain more attention and more development opportunity.

Many scholars applied the research of satisfaction to the field of sports. King, Blair, & B (1992) emphasized the importance of the availability and convenience of sports facilities in sports participation. Xiaoying Chen (2009) showed that hardware facilities have a positive impact on consumer satisfaction in Chinese community sports.

Based on the relationship between the three variables of service value, service quality and satisfaction, Chang and Wildt, Anderson and Fornell, Anderson and Sullivan respectively explained the relationship between the above variables and the behavioral intentions for people with three models. They all regarded that the service value, quality of service, and satisfaction all affect the behavior intention, with whose differences among them lies in whether direct or indirect effects or which factors has greater influence.

Research Design and Data Analysis

A questionnaire survey was conducted online to investigate community sports participants from 20 provinces and the 4 municipalities directly under the Central Government of China. A total of 784 valid questionnaires were obtained. There were 453 male participants and 331 female participants. The questionnaire consists of three parts: the community sports provision scale, satisfaction scale for community sports provision and the community sports participation scale. The first two scales were modeled on the scale of "Evaluating the Impact of Sports Service Delivery on Consumer Participation Demand: A Case Study of Community Sports" by Chen Xiaoying (2009). The reliability test results showed that the alpha coefficient were respectively 0.885 and 0.972. The self-compilation of the community sports participation scale included two items, "the number of weekly physical exercises" and "average monthly sports consumption".

By means of literature study and questionnaire survey showed above, the present situation of community sports participation in China was analyzed, and the factors affecting the community sports provision, the satisfaction of community sports participation were examined by constructing the structural equation model.

Results and Discussion

This paper examined the provision-satisfaction -participation of the community sport model which revealed that community sport services had strong influences on participants' satisfaction and in turn their demand for participation, which highlighted the demand for high-quality sport service provision. Both hard and soft sport service provisions were positively related to participant's satisfaction, in which hard sport service play a dominant role.

Conclusion and Implications

This study's examination of the relationships among sport service provision, participant's satisfaction, and participation in community helps extend the community-sport knowledge and usage in China. Our study contributed to the literature by proposing two clear dimensions (hard sport service and soft sport service) for the measurement of public sport service provision in community sports. These dimensions successfully incorporated those that were proposed by Lin et al (2014), Wang and Ren (1994), and Yin (2009). The hard sport service provision was found to be reliable, valid, and applicable in this context. Sport facility, sport program, and activity organization are typical dimensions that have been used in the majority of previous studies in a community sport setting. A second theoretical contribution of the study relates to the clarification of the relationship between the two dimensions of community sport service provision (both hard and soft services) and community participants' satisfaction levels. The results showed that hard sport service positively influence participant satisfaction, which is in line with the study of Chen and Ma (2009), He and Xu (2007), and Yao et al. (2013). However, the soft sport service did not significantly influence participant satisfaction, which conflicts with previous research findings.

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