

A Systematic Review of Sports Consumption among Chinese Youth

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Youth sports consumption is playing an increasing role in social, economic, and political aspects and has become an important indicator of social development in the 21st century. Currently, youth sports consumption in China presents problems that not only affect the physical and mental health of youth and their participation in sports activities, but also pose challenges to the sustainable development of the sports industry. This study aims to provide a systematic overview of the current situation and importance of youth sports consumption in China, as well as the research directions, types of consumption, motivations and influencing factors in this field. This paper adopts the systematic review method and applies Boolean operations to the Chinese "CNKI" and Wanfang databases in accordance with the PRISMA guidelines, searching for the topic (youth AND sport AND consumption), with the time span from 2013 to 2023. Initially 720 studies were obtained and finally 22 studies that met the inclusion criteria were thoroughly reviewed and analysed. Therefore, the main objective of this study is to analyse the 22 research studies that met the inclusion criteria through the systematic review method, so as to reveal the internal mechanism of youth sports consumption, analyse the socio-cultural factors behind it, and put forward corresponding policy recommendations to promote the physical and mental health of youths and the healthy development of the sports consumption market. The results of the study found that: 1) the current research on youth sports consumption mainly focuses on the current situation, behaviour, structure, motivation, level, and characteristics of consumption. 2) In terms of the types of youth sports consumption, the consumption of physical goods (equipment, clothing, etc.) is dominant, and the consumption of participatory spectatorship is not obvious. 3) the main driving force of consumption is the pursuit of health, enjoyment of recreation, the need for social interaction, and the satisfaction of personal interests. 4) the key factors influencing consumption are mainly related to the physical and mental health of youth and the healthy market of sports consumption. The key factors affecting consumption are closely related to economic status, family background, commodity prices, available facilities, and consumption attitudes. The findings of this review not only contribute to academic discussions, but also provide strategic insights for policy makers, educators, and sport industry practitioners who wish to support and promote healthy lifestyles and physical activity among young people in China.

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