The Study of Female Teacher’s Present Sports Expense in University of Henan Province

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Abstract. Adopting the method of documents, investigation and mathematical statistics, this article analyses the content, purpose and purchasing power as well as the influencing factors of female teacher’s sports expense in university of Henan Province, thus their present sports expense situation has been promulgated and the countermeasure, proposed. Based on the diagnosis, more proving theoretical reference to the development of university sports consuming market and its whole industry is put forward, which can promote university female teacher’s health.

Keywords: Henan Province, university, female teacher, sports product consuming.

With the rapid development of higher education, continuing expansion of institutions of higher education, the state’s emphasis on education and improvement of the treatment to intellectuals, the standard of living has continued to increase, the values of university teachers, consuming awareness, as compared with the past change greatly, more and more university teachers hope to further improve their own quality of life. As an important aspect measuring living (quality), sports consuming, has gradually become an indispensable part of social life. In such form, as the human resources, the university female teachers can not be ignored in the development of higher education, but they have not changed greatly in sports consuming. Therefore, relevant departments should pay attention to it. This paper investigates the sports consuming of the group of female teachers in Henan universities for the full development of the consuming market and the school sports industries, the promotion of the health status of female teachers in universities, it provides a strong theoretical frame of reference.

1 Subjects and Methods

1.1 Subjects

In this paper, sports consuming of female teachers in Henan University are the subjects, the samples are non-sports professional female teachers from Henan Science and Technology University, Henan Polytechnic University, Henan Institute of Finance, Zhengzhou Institute of Aeronautical Industry Management, Henan Institute of Science
and Technology, Xinxiang Medical University, Nanyang Polytechnic, Zhoukou Normal University for the survey.

1.2 Methods

1.2.1 Documents and Materials
According to research purposes, the author consulted and collected literature on our fitness, community sports since 1995, providing a reference for this study.

1.2.2 Questionnaires
The questionnaire was designed in strict accordance with design principles; the questionnaire examined by sports experts, reliability was 0.28, validity 0.91, reliability, validity meet statistical requirements. A total of 800 questionnaires, 683 questionnaires were returned, recovery rate 85.4%, of which 46 were invalid questionnaires, 637 valid questionnaires, and the effective rate 79.6%.

1.2.3 Mathematical Statistics
SPSS11.5 is applied to the statistical processing of the collected relevant data.

2 Results and Analysis

2.1 The Analysis of Sports Consuming of Henan University Female Teachers

2.1.1 The Purpose of Sports Consuming of Female Teachers
According to the survey, 59.3% Henan university female teachers who have had sports consuming, 40.7% of people never had sports consuming, indicating that the proportion having no sports consuming of female teachers in Henan University is still relatively high. This may be due to career, family and other heavy pressures, which contain a portion of their energy and time, despite their economic income in urban residents is in a relatively high level, but their burden is heavier, these factors also affected their sports consuming objectively.

As can be seen from Table 1: the main purpose of sports consuming of Henan university female teachers is “building up their strength and health” (74.8%), “beauty, diet and fitness” (43.4%), “relieving boredom and entertainment” (38.6%), “the treatment of certain diseases” (36.9%), “experiencing the joy of sports” (36.5 %). This shows that when university female teachers are going for sports consuming, on the one hand they focus on the natural function of the sports, the entertainment of sports activities, the actual effect of fitness and emotional satisfaction of sports activities to promote their sports consuming, to meet the health needs of their own; on the other hand, with the improvement of living standards, behavior changes, their health awareness has improved markedly. Seen from the features of sports consuming, women pay more attention to the pursuit of beauty, diet and fitness” and “relieving boredom and entertainment” consuming purposes. It also reflects women’s more attention to maintaining the body’s curves and beauty, deferring senility, keeping eternal youth of good wishes.