Research on market segmentation theory model of Chinese dance sports club marketing

2023, Vol.4 No.3© Economics & Management Review 2023
DOI: 10.37420/j.emr.2023.06
https://masonpublish.org

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Abstract

With the rapid development of China's economy, the continuous improvement of people's living standards, and the enhancement of lifelong sports and national sports awareness, although China's sports dance fitness market started late, it has developed rapidly in recent years. The business sports dance club is the support of the sports dance fitness market in the future. What directly relates to the survival and development of the club is the quality of its marketing strategy. By using the method of literature, questionnaire and mathematical statistics, this paper makes an in-depth analysis of the current marketing status of China's business dance sports clubs.

This paper is based on market segmentation theory. According to STP theory of Market The theoretical basis of Segmentation is segmented into population, psychology, geography and behavior of Chinese dance sports consumer market, and theoretical models are studied from the perspectives of "participation motivation", "leisure experience", "lifestyle", "leisure barriers" and "leisure benefits".

In this study, a questionnaire survey was conducted on the Chinese questionnaire Star platform, and a total of 986 questionnaires were collected, with 903 valid questionnaires. SPSS20.0 software was used to build a database, and relevant statistical operations and analysis of the collected data were carried out to draw the following conclusions:

1. There are differences in the development level of dance sports clubs in different regions

2. People in different lifestyle clusters have differences in leisure participation, leisure experience and leisure benefits

3. The overall theoretical model of this study has medium explanatory power

Keywords

Dance Sport; Market Segmentation; Lifestyle; Participation Motivation; Leisure Experience; Leisure Benefit; Leisure obstruction

1. Introduction

In recent years, there are very few theoretical achievements on the marketing of dance sports clubs. The

research direction of Chinese dance sport theorists focuses on the technology, teaching and competition of dance sport, but there are few studies on the development of dance sport clubs from the marketing of dance sport. To run a dance sport club, how to attract more new members and retain old members is the most fundamental thinking logic. However, the choice of sports dance club is rich and diversified, how to improve the competitiveness of the club is an important subject of management. Therefore, it is necessary to learn from the theory of market segmentation of sports marketing, to explore the marketing of sports dance club, so as to form a certain theoretical understanding of sports dance club marketing.

In order to meet the changing market environment and the diversity of customer needs, the club must constantly introduce new marketing strategies, and the current dance sports clubs are becoming more and more mature. The business sports dance club is the support of the sports dance fitness market in the future. What directly relates to the survival and development of the club is the quality of its marketing strategy. As a dance sport fitness club with good operating benefits, it should explore and adapt marketing strategies to the new economic environment to promote the development of dance sport projects. Dance sport provides a leisure sports channel for healthy China.

2. Research Focus

The purpose of this study is to understand the participation motivation, leisure experience, hindrance factors and leisure benefits of dance sports club consumers, the differences in participation motivation, leisure experience and leisure benefits of dance sports consumers under different personal backgrounds, and how to conduct targeted marketing for different consumer behaviors. Through STP theory, the marketing theory model of dance sport is constructed. This study takes dance sport as the research theme and conducts an in-depth analysis of the marketing status quo of commercial dance sport clubs in China. The main research items are as follows:

1. Investigate the development status of commercial dance sports clubs in China
2. Study the factors affecting the marketing of commercial dance sports clubs from the perspective of market segmentation theory
3. Explore the important role of marketing theory in the management of dance sports clubs
4. Analyze the nature and marketing characteristics of business dance sports clubs from the market segmentation theory

In the consumer-oriented modern market economy, the study of consumer behavior has become the basis for enterprises to carry out marketing activities. Without understanding the behavior characteristics of consumers in the target market, it is impossible to formulate the correct marketing strategy and achieve the best marketing effect. STP market segmentation theory has been studied extensively in the marketing strategy of products, but it is rarely applied in the marketing of dance sports. This study constructs the marketing strategy of dance sports on the basis of STP theory, and summarizes the marketing mix theory of market segmentation for business dance sports clubs, in order to provide theoretical reference for the marketing operation and development of Chinese dance sports clubs. To explore the participation motivation, leisure hindrance and leisure benefits of participants in dance sport club; It is hoped that the importance of leisure benefits generated by the lifestyle and leisure obstacles of the participants of the sports dance club can be provided as a refer-

ence for the relevant operators of the club when promoting. It will be beneficial to the marketing practice of sports dance clubs in the future, and promote the sustainable development of China's sports industry.

3. Literature Review

3.1 Chinese Dance Sports Club

According to the definition of the Sports Dance Federation of the General Administration of Sport of China, the sports dance club refers to the grass-roots sports organization organized by enterprises, public institutions, social groups and individual citizens using non-governmental financial funds to carry out sports dance activities as the main content. Dance sports clubs are also divided into for-profit dance sports clubs and non-profit dance sports clubs according to whether they are profitable or not.

According to statistics, the number of dance sports clubs in China exceeds 50 in 7 provinces, with the largest number reaching 160 in Shandong Province, followed by 117 in Guangdong Province, 85 in Heilongjiang Province, 78 in Sichuan Province, 70 in Henan Province, 68 in Jiangsu Province and 53 in Anhui Province.

Table 1 Number of sports dance instruments in provinces of China

Province	Quantity	Provinces	Quantity
1. Shandong Province	160	17. Shanghai	14
2. Guangdong Province	117	18. Hunan Province	13
3. Heilongjiang Province	85	19. Zhejiang Province	13
4. Sichuan Province	78	20. Xinjiang	9
5. Henan Province	70	21. Inner Mongolia	8
6. Jiangsu Province	68	22. Guizhou Province	7
7. Anhui Province	53	23. Jiangxi Province	7
8. Shanxi Province	45	24. Gansu Province	7
9. Hubei Province	44	25. Tianjin Municipality	7
10. Guangxi	41	27. Hainan Province	4
11. Jilin Province	32	27. Beijing	4
12. Hebei Province	29	28. Yunnan Province	4
13. Fujian Province	28	29. Qinghai Province	3
14. Chongqing Municipality	24	30. Tibet	3
15. Liaoning Province	17	31. Ningxia	1
16. Shaanxi Province	16		

Source of data: https://aiqicha.baidu.com

Tang (2022) pointed out that China's dance sports club industry can be divided into small, medium and large clubs in terms of scale. In fact, all three sizes of clubs face an unsaturated situation with a small number of members. Due to the contradiction between effective demand and effective supply and the low cost-benefit ratio, quite a few clubs are not profitable.

Sports dance club belongs to the service industry, its nature determines that personnel direct sales is the best marketing channel for products, and at present, the main marketing channel of China's sports dance club is personnel marketing. Different from tangible goods, the marketing staff and member advisers of the club use direct communication with customers to carry out direct sales. Compared with other sales methods, the consultant-style direct sales is more suitable for the sales of service products. Explain, introduce service items and show the functions of service products to members through member advisors and coaches. In general, small and medium-sized sports dance fitness consultants are generally held concurrently by coaches, while large sports dance clubs have a clear division of marketing and teaching, and consultants are held by special-

ized marketing personnel. There are also some sports dance clubs to enter talents for schools, cultivate talents for enterprises, and some enterprises, schools and other joint indirect sales.

According to the research and survey (Tang, 2022), two modes are usually adopted in the operation of various venues. The first is the course system, which usually consists of 10 classes for one learning course. The main consumption of the course system is the fixed consumption. The second is the card purchase system, the card buyer can arrange the study time freely, but it is not conducive to the systematic learning, most of them are individual customers. There are also clubs that offer one-to-one teaching services, mostly for players. Clubs generally do not employ permanent coaches, and the level of coaches varies. Most of the coaches still have a certain training and competition experience, with a high level of professional technology. It is a general result that the coaches in regions with high economic level are also of high quality. The research shows that consumers' ideal sports dance club should have perfect supporting facilities, professional teaching, comprehensive curriculum arrangement, with a strong “professional, comprehensive, systematic, noble and elegant” sports dance club spirit culture. This reflects that dancesport clubs should not only sell courses, but also manage dance sport culture. The formation of such business philosophy and culture requires the design, creation and long-term management of high-level professional management talents. But surveys show that, on the contrary, managers in general are not willing to spend heavily on hiring management talent. If the club wants to develop forward and obtain long-term benefits, it must improve the operating efficiency of the club by optimizing the soft environment such as the management level.

3.2 Market Segmentation Theory (STP)

Smith (1956), the scholar who first proposed the concept of Market Segmentation, aims to identify the needs of customers so that marketing concepts can be implemented concretely. It is a way to adjust products and marketing according to the needs of customers.

As for the definition of market segmentation, Pride and Farell (1991) pointed out that the definition of market segmentation is based on the development of market demand side, and customers in the market are divided into several groups with similar needs, and each group or Segment can be met by a Marketing mix. After analyzing the market segment, the possible market opportunities are found, and then the possible target customers are identified from this market segment. After confirming the positioning of the product, the design of the product needs to meet the needs of the target customers, so that the product and the target group can complement each other or even reflect each other. It is mentioned that enterprises are not easy to reach all consumers in the market, and only by providing the required products and strategies for a specific segment can they create the greatest benefits. The process of segmenting the market into several heterogeneous blocks is called market segmentation (Pride & Farell, 1991).

Gallagher (1994b) argued that segmentation planning can bring the following visible benefits: a clear vision of the core market; Improving understanding of consumer needs and purchasing behavior; The maximum utilization of the company's advantages and the appropriate use of resources; A more market-focused transaction leads to increased consumer and downstream vendor satisfaction; Identification of differentiation and target market priorities; Full use of competitive advantage; Construct more suitable marketing projects.

Kotler (2003) believes that three steps of STP (Segmentation, Targeting and Positioning) are generally adopted in general marketing research for market segmentation. Through these three steps, market researchers

will analyze the appearance of these people and the reasons for buying products. The first step is to make Market Segmentation after investigation. Municipal researchers use consumer surveys to discover consumers' motivations, attitudes, and behaviors, then develop formal questionnaires based on these survey data and interview specific consumer samples to gather relevant information to establish the largest number of different segments. The second step is Market Targeting. Each cluster is described by its unique attitudes, behaviors, demographics, psychological traits, media consumption habits, etc., and the clusters can be named after their characteristics. Select the target market that is most likely to buy its product or service. The third step is Market Positioning. Figure out what combination of products, price points, promotions, and locations are most likely to entice these people to buy their products.

3.3 Dance sports consumer lifestyle

Since the lifestyle will affect the decision of consumers, it can be found through the lifestyle of dance sports that consumers are affected by what factors when deciding on dance sports products and make different decisions. Because lifestyle almost covers the cultural, social, personal, psychological and other factors that affect consumer behavior, lifestyle analysis has received attention in many research fields in addition to being a tool for market segmentation.

According to Reynolds and Darden (1972), AIO variables are defined as follows: activity: refers to a specific and obvious activity, which can usually be directly observed, but the reason is difficult to measure directly. interest: A level of excitement about something, an event, or a subject that leads to special and sustained attention. opinion: An individual's response to an oral or personal statement given in the context of some problem stimulus. This can be used to describe personal interpretations, expectations, and assessments of events. In practice, Activiird, Interest and Opinion are most widely used to measure consumers' lifestyle, such as the AIO (Activiird, Interest, Opinion) scale of Wells and Tigert (1971). It is the basic template for future scholars to study life style. The lifestyle variables used in this study are the AIO dimensions of activities, interests and opinions proposed by (Plummer, 1974) to plan the levels and sub-dimensions of lifestyle.

3.4 Dance sport participation motivation

No factor in leisure behavior can motivate individual behavior more than motivation, and the behavior generated by motivation is not only the reason for individuals to engage in leisure behavior, but also the direction of behavior (Beard & Ragheb, 1983). Scholar Crandall(1980) believes that it is important to understand what factors can motivate people to participate in leisure activities, and it is quite necessary for such knowledge to explain or predict the basic behaviors in leisure activities, and such knowledge can also be applied to the delivery of leisure services in actual situations.

The scholarIso-Ahola (1980) points out that “need motivation” is a greater willingness to work hard for meeting individual needs. Iso-Iso-Ahola (1980) divides motivation into achievement motivation, intrinsic motivation, and extrinsic motivation, while “achievement motivation” emphasizes that an individual is willing to work towards something of value and will choose to work towards achieving expectations. “Intrinsic motivation” refers to the fact that an individual acts out an interest, gets satisfaction from participating in it, and is willing to make an effort to participate in and enjoy it. Extrinsic motivation is the desire to do or participate in something in order to obtain a specific reward.

After factor analysis, sports scholars Beard and Ragheb (1983) developed the leisure participation Motivation Scale, which provides four measurement dimensions of sports or leisure participation motivation: intellectual need, social need, competency-mastery need, stimulus-avoidance.

Based on the classification of motivation for sports participation in the above related studies, the methods proposed by various scholars to measure motivation for supporting sports participation are mainly divided into four indicators: “health needs”, “social needs”, “intellectual needs” and “achievement needs”. This study divides the motivation of sports dance participation into four dimensions: health need, social need, intellectual need and achievement need.

3.5 Dance sport leisure experience

Leisure experience is a product formed in the mind of consumers themselves, rather than obtained from consumption behaviors (Anderson, Leyland, & Ling, 2017). The formation of leisure experience is mainly formed by the interaction between individuals and the leisure environment and the accumulation of past experiences. In such process, individuals feel intangible values and further internalize their own experience cognition. Leisure experience emphasizes a kind of atmosphere, sensibility and cultural consumption tendency, skipping pure rationality or functional interests and attaching importance to perceptual value feeling.

Based on consumer psychology theory and social behavior theory, Schmitt (1999) analyzed consumers' memories after experiencing marketing and proposed five experience modes, namely, Sense, Feel, Think, Act and Relate. We believe that if we can properly use these five experience dimensions, we can bring consumers unforgettable experience. Through the connection between the individual and the social and cultural background, the interaction between the social environment and the individual can produce an inseparable experience. Schmitt (1999) also divided the above five dimensions of experience into two categories. The first category is personal experience; The second category is shared experience. This study refers to the definition of leisure experience by Schmitt (1999) and divides the dimensions of leisure experience into two categories. The first category is personal experience, that is, individual psychological and physiological experience. The second category is shared experience, which is the experience that an individual must interact with others to produce (Schmitt, 1999).

Donald et al. (2009) pointed out that leisure experience mainly has an inseparable relationship with nature, is beneficial to physical and mental health, and can develop self-cognition through interaction with others. According to Carbonneau and Freire (2017), the quality of leisure experience is easily influenced by leisure activities, individual leisure needs and expectations, and environment (Carbonneau & Freire, 2017). The higher the perceived happiness and satisfaction in the leisure experience, the higher the leisure attitude and the concentration of leisure participation. Lu (2017) also pointed out that leisure participation can be a means to create happiness among the elderly in Taiwan. Lu (2017) also believes that the sales of leisure clubs are not only about exhibits, but also about the overall experience, including the tangible and intangible customer experience that can be shaped by external stimulation and internal psychology.

Judging from the direct reaction of leisure participants' words and actions and psychology, under the smooth, stimulating or controlled leisure experience, participants tend to shout loudly, obtain high satisfaction, be im-

pressed, often recall, and are willing to continue to participate.

3.6 Sports dance leisure benefits

Benefit refers to the positive benefit that an individual receives in economic or other ways (Wehmeier, 1993). When Driver et al put forward the concept of "Recreation Dem and Hierarchy", the concept of leisure benefit was most widely adopted. In other words, for the providers or demanders of the leisure industry, they can further achieve the purpose of leisure experience by participating in various leisure activities and environments. And get the benefits brought by leisure. Therefore, leisure participation, leisure experience and leisure benefits are related.

Leisure benefits can bring different effects and benefits to individuals, individuals and others or individuals and society. Bammel and Burrus-Bammel (1982), the scholar who first proposed the six oriented concepts of leisure Benefits, believed that individual participation in leisure activities includes Physiological Benefits and Social benefits Benefits), Relaxation Benefits, Educational Benefits, Psychological Benefits, and Aesthetic benefits Benefits) and other six leisure benefits.

Verduin and McEwen (1984) proposed six benefits of individual participation in leisure activities: physiological benefits, social benefits, relaxation benefits, educational benefits, psychological benefits, and aesthetic benefits.

Driver summarized the general table of leisure benefits based on literature in 1999, and discussed it in four categories: personal benefits, social and cultural benefits, economic benefits and environmental benefits.

To sum up, the above scholars have different views on the study of leisure benefits. Leisure benefits are introduced from different angles, involving the positive impact of individual physical and mental or social aspects. A few of the benefits brought by leisure activities are constructed by personal ideas, while the measurement of leisure benefits adopted by most researchers mainly discusses the six benefits of participating in leisure activities, including physiological, psychological, social, relaxation, education and aesthetics, mentioned by Bammel and Burrus-Bammel (1982). This paper will discuss six leisure benefits, including physical, psychological, social, relaxation, education and aesthetics.

4. Methods

4.1 Conceptual framework

Based on the research literature and research questions designed for research purposes, this study further proposes the following research hypothesis and research framework diagram.

Research Question: What is the correlation between the research variables of the theoretical model of leisure in Chinese dance sports?

H1: Participation motivation has a positive impact on leisure benefits
H2: Leisure experience has a positive impact on leisure benefits
H3: Life style has a positive impact on leisure benefit

H4: Participation motivation has a positive impact on leisure experience

H5: Lifestyle has a positive impact on leisure experience

H6: Participation motivation has a positive impact on life style

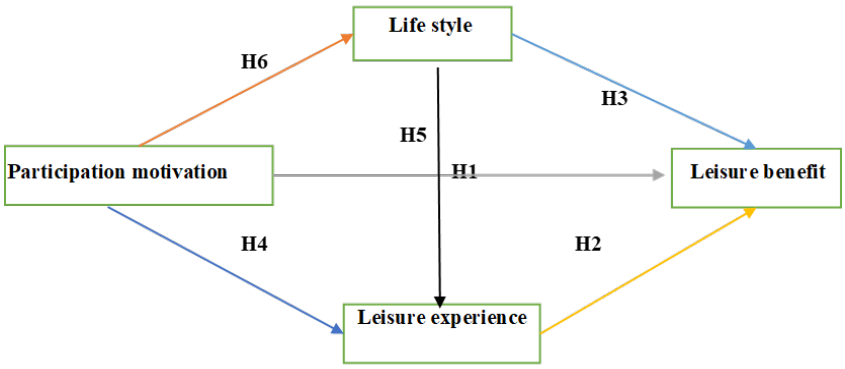


Figure 1 Research architecture diagram

4.2 The questionnaires design

In this study, questionnaires will be sent online. The questionnaire design refers to the suggestion (Finn, 1972), and the five-level Likert scale is used as the measurement index, with values from 1 to 5 indicating strongly disagree to strongly agree. The dimension of reference collection of questionnaire contents was redesigned and modified, pre-survey was conducted before the formal implementation, and the content and design of question items were tested one by one. The questionnaire item content measurement standard (Fornell & Larcker, 1981) adjusted the items that did not pass the standard. Adjust the items with incorrect content statements or ambiguous meaning, and delete the items that do not meet the operation-type definition of the construct.

4.3 Data collection

The purpose of this study is to understand the relationship among participation motivation, leisure experience, hindrance factors and leisure benefits of Chinese dance sport lovers. The research object is the national sports dance consumers. The research questionnaire was distributed on the China Juan xing network platform from March 4 to March 12, 2023. A total of 962 questionnaires were collected before the test, and 903 invalid questionnaires were deleted after the recovery. With Factor Loading above 0.6 as the criterion (Fornell & Larcker, 1981), after the analysis and reliability test of each dimension item in the pre-questionnaire, items with low reliability were deleted to improve the total reliability of the dimension, and the formal questionnaire was sorted out. Through exploratory Factor analysis, Factor Loading was measured by above 0.6 (Fornell & Larcker, 1981), questions that did not pass the standard were adjusted and modified, and formal questionnaires were compiled (see the appendix for pre-test questionnaires and formal questionnaires).

4.4 The research instruments

In this study, the sample data were collated for quantitative analysis, using SPSS20.0 and AMOS19. As a data statistics and analysis tool, the computer software is used to encode and analyze valid samples, and then verify relevant hypotheses. The data were analyzed and tested according to the purpose of this study, and the

significance level of the statistical test was $p<0.05$.

4.5 Analytical method

The statistical method of this study adopts SPSS20.0 version and structural equation model Smart PLS as statistical analysis software. SPSS20.0 mainly focuses on descriptive statistics, differential statistics and regression analysis, and Smart PLS is mainly used for statistical analysis of structural equation model (SEM). Compared with covariable-based structural model analysis software LISREL and AMOS, Smart PLS pays more attention to the maximization of model interpretation variability, which is not limited by statistical distribution and will not cause the problem of model undiscernability. Based on the above reasons, Smart PLS is selected in this study for various data analysis. It includes confirmatory factor analysis, reliability and validity analysis, collinearity detection and external validity.

5. Results

After studying the suitability of the theoretical model, the results of the theoretical model are as follows:

H1: The path coefficient of participation motivation on leisure benefit is 0.401***
H2: The path coefficient of leisure experience to leisure benefit is 0.290***
H3: The path coefficient of life style benefit to leisure is 0.203***
H4: The path coefficient of participation motivation to leisure experience is 0.605***
H5: The lifestyle vs. leisure experience path coefficient is 0.185***
H6: The path coefficient of participation motivation to life style is 0.583***

The explanatory power of the model R2 <0.25 is weak; 0.25<R2<0.5 medium explanatory power; The model with R2>0.75 has high explanatory power. The overall R2 of the three dependent terms of the model in this study is 0.34 and 0.610, indicating that the overall theoretical model has medium explanatory power.

Table 2 Model interpretation coefficient table

Hypothesis		R^2	Whole R^2
H1	Participation motivation has a positive effect on leisure benefit	.524	
H2	Leisure experience has positive influence on leisure benefit	.462	.610
H3	Life style has positive influence on leisure benefit	.274	
H4	Participation motivation has a positive influence on leisure experience	.489	.530
H5	Life style has positive influence on leisure experience	.239	
H6	Participation motivation has positive influence on life style	.285	.340

6. Discussion

In this study, statistical analysis was carried out after data recovery, and statistical analysis was proposed according to the research hypothesis.

6.1 Analysis of consumption characteristics

Through the analysis of the consumption characteristics of people who participate in sports dance, it is concluded that the frequency of their participation is once a week, accounting for 54.9%, followed by 2-3 times a week, so the probability of having a sports dance every other day is greater. Most of them exercised in the evening, accounting for 48.9 percent, followed by 163 in the afternoon. The age of individuals dancing is

mostly 6-10 years, followed by 11-15 years, and then less than 5 years. It can be seen that the development speed of China's dance sports industry is not very fast, and the average age of participants is about 10 years. In the process of participating in sports dance learning, the network and sports dance clubs are mainly, followed by the square and professional colleges. The annual consumption amount of sports dance is 3001 to 5000 yuan, accounting for 50.8%, and the number of people who can accept less than 3000 yuan is 27.1%. Only 5% of people can spend more than 10,001 yuan a year, and excessive consumption will not be accepted by people. The standard dance of sports dance is the most popular, and in this part, the waltz is the most popular, followed by tango and foxtrot. People who like Latin dance, when they choose to learn the dance, they will be considered in the order of Cha-Cha, Samba, Rumba, Jive, Paso Doble, that is, the majority of people who love Cha-Cha. Among the sources of information, 24% are obtained from the Internet, followed by friends and clubs, and there are relatively more advertising and teacher recommendations. In terms of payment methods, the most people chose to buy dance cards, 379 people, accounting for 42%. They express themselves more directly and are willing to invest in their favorite dances. Next is the purchase of student cards, silver cards, gold cards, VIP cards and other VIP cards. This way of consumption is more consistent with economic conditions for different groups of people. In large classes with a large number of people, the price of 51-80 yuan per class is the most acceptable. The fee for a private lesson is between 301 and 500 yuan, and 47.4% of the people accept it, which is also the most in favor of it. From the point of view of promotion, discount promotion is the best way. And in front of the purchase of student cards, silver cards, gold cards, VIP cards, etc., in line with it, people are more likely to accept discounts. Of course, free trial classes are also very popular. In terms of acceptance of teaching methods, it is easier to accept the intuitive method, and the visual stress effect during action imitation is better. 58.8% of people prefer the intuitive method for learning.

6.2 Theoretical model review

Cronbach's α coefficient created by Cronbach was used for measurement in this study. The reliability of each facet is above 0.8 (0.754 ~ 0.860), which can be inferred that the internal consistency of the variables of each facet in this study is high, that is, the internal consistency of each facet of the study is good. The factor load of each variable is greater than 0.6, and the combination reliability is greater than 0.7, which can confirm the reliability of the research dimension.

In this study, construction validity was used to measure and analyze. Fornell and Larcker (1981) suggested that if the value of average variation extraction (AVE) of all dimensions is greater than 0.5, it indicates convergence validity. In this study, the AVE of the scale was above 0.6 (0.649 ~ 0.871), indicating a high correlation coefficient between the measurement dimension and factors, which can effectively represent the dimension. The mean variance extraction (AVE) method was used to test whether there was differential validity among the dimensions. The square root of the mean variation extraction of leisure benefit, leisure obstruction, leisure experience, participation motivation and lifestyle for each potential variable in the study was 0.953, 0.847, 0.795, 0.9 and 0.869, respectively. The correlation coefficient of each potential variable is between 0.563 and 0.757, and the value of the main diagonal is greater than the value of the non-diagonal line in the row, indicating that the dimensions have good discriminative validity.

After confirming the reliability, convergence and differential validity of the model, it is necessary to test whether each research dimension has a collinearity relationship. The VIF value of each strain term in this

study is less than 5, indicating that the collinearity problem of each variable in the structural model is not serious, so there is no collinearity problem in the research model.

The overall R2 of all dimensions of this model is greater than 0.5 (0.559 ~ 0.756), which is close to medium explanatory ability, and it is a model with high explanatory ability.

The path relationships between all facets were verified by Smart PLS (table below), and the conclusion was obtained that all path relationships were valid.

Table 3 Analysis of verification coefficient of theoretical model path relationship

	Path relation	Path coefficient	t-statistic	p-value	Whether it is true or not
H1	Participation motivation -> Leisure benefit	0.401	12.29	***	Be established
H2	Leisure experience -> Leisure benefit	0.290	9.392	***	Be established
H3	Life style -> Leisure benefit	0.203	7.232	***	Be established
H4	Participation motivation -> Leisure experience	0.605	24.274	***	Be established
H5	Life style -> Leisure experience	0.185	21.168	***	Be established
H6	Participation motivation -> Life style	0.583	6.245	***	Be established

Note: significance *** p<0.001, ** p<0.01, * p<0.05

7. Conclusion

In recent years, dance sports has attracted the attention of many scholars. Most studies discuss consumption patterns based on the characteristics of dance sports, and few study leisure benefits and marketing models based on market segmentation theory. Therefore, this study takes the leisure benefit of sports dance as the theme, and uses the perspectives of “participation motivation”, “leisure experience”, “life style”, “leisure obstacle” and “leisure benefit” to explore the factors that affect consumers' sports dance. After the empirical study of 903 samples, the results and conclusions of the hypothesis verification of this study are valid.

Because of the different economic level in different regions, there are differences in the development level of sports dance clubs. With different economic levels, people's cognition and demand for sports dance are also different. In economically developed areas, people's demand is high, and sports dance clubs have large capital investment and high services. In less developed areas, although many people like dance sports, they have to give up the sport and choose other fitness items with relatively low consumption due to economic conditions, which seriously affects and hinders the promotion and development of dance sports clubs.

The different lifestyles in different regions lead to the differences in the management concepts of dance sports clubs and the needs of the participating masses, so there are differences in the sports culture of dance sports clubs. Consumers in economically developed areas choose to go to the club on Saturday and Sunday for consumption, which may be related to the local fast pace of life, while consumers in economically backward cities can freely choose different times to go to the club for consumption. Consumers in different regions also

choose different types of sports dance, which has a more obvious difference in the course of the club.

At present, the sports dance club has a complete set of cards, and consumers have more choices. However, the curriculum of some sports dance clubs is not reasonable enough, and it pays insufficient attention to the courses of middle-aged and elderly consumers. By comparing the price of clubs with the psychological price of target customers, most of the clubs are reasonably priced. At the same time, although there are many kinds of promotion methods, most of them focus on short-term price wars, and often make promises that cannot be fulfilled for short-term interests.

The explanatory power of the model R2 <0.25 is weak; 0.25<R2<0.5 medium explanatory power; The model with R2>0.75 has high explanatory power. The overall R2 of the three dependent terms of the model in this study is 0.34 and 0.610, indicating that the overall theoretical model has medium explanatory power.

8. Suggestion

8.1 Reasonable market positioning

Sports dance clubs should conduct a lot of market research and research, the target market must be selected with the appropriate consumer scale, understand the needs of consumers, and effectively subdivide consumers to meet the needs of different consumers. For different target markets, reasonable and strategic positioning, the use of differential pricing, to avoid price competition. At the same time, different dance sports club operators need to consider the economic base and mass consumption concept of the different regions.

8.2 Develop product differentiation strategy

Differentiation strategy is a strategy adopted in order to make the products of enterprises and competitors have obvious differences and form distinctive characteristics. The implementation of differentiation strategy helps to establish customer loyalty to the enterprise, and avoids competition to a certain extent, but the difference is easy to be imitated, so it requires the club to have a strong development ability and marketing ability. The development and growth of a sports dance club with lasting operation and good operating effect needs a large market, innovating its own characteristics and advantages, and taking the road of independent innovation. At the same time, strengthen the strength of the dance sport club in customer relationship maintenance. Through modern information and communication technology, we often investigate the satisfaction of club members, understand and update the changes in the needs of old customers, establish a good relationship with new and old customers, collect and organize effective information and formulate relationship marketing strategies to enhance customer loyalty. And as far as possible to establish contact with other enterprises and the government, the effective use of relationship marketing strategy.

8.3 Strengthen the concept of promotion, pay attention to brand promotion

The club should pay attention to the word-of-mouth marketing strategy, improve the service quality of the club, and strive to guide members to use word-of-mouth marketing strategy to improve the image of the club and attract more members. Establish chain management form and brand sports dance club.

8.4 Enhance sustainable competitive advantage and develop long-term strategic planning

The continuous competitive advantage can ensure the survival and development of the club in the dynamic and complex competitive environment. According to Markaid and Williamson, a club's competitive advantage can be maintained for a considerable period of time as long as it builds a “diversified base of advantages in non-tradable assets that are difficult to imitate and replace”. With the formation of core competence, the club has the advantage of continuous competition. Dance sport clubs should use strategic vision to carry out marketing activities, including formulating strategic objectives and checking the implementation effect, etc., to promote the marketing strategy decision of dance sport clubs from many aspects and angles.

8.5 Human resource management

Human resource management should improve the management level and strengthen the training. The management ability of club managers can be improved through internal training or external recruitment, and the improvement of managers' management concepts can promote the transformation of human resource management concepts. Improve the comprehensive quality of teachers (instructors) by hiring instructors for training or internal mutual learning.

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