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## ABSTRACT

Using the literature data method, field research method, and interview method to study the current situation of national sports consumption of Sanjiang "March 3" National Culture Tourism Festival in Guangxi minority areas, explains the origin and formation of national sports consumption from the perspective of national culture and explains the operation mechanism and development trend of national sports consumption from the perspective of economics with the marginal consumption tendency theory of Keynesian economics. The researchers has shown that national sports consumption originated from national sports or a national legend recognized by a specific nation, formed and developed in the needs of people's material and cultural life, is the purest and most basic consumption, and is integrated into all fields of life; On the one hand, national sports consumption is restricted by the law of market economy, on the other hand, it still maintains relatively independent characteristics of its national culture development, which has dual functions and development trend of promoting market economy development and inheriting national culture. This paper suggests that we should prosper the national sports market, promote the national sports consumption, serve for increasing domestic demand and adjusting the industrial structure, inherit the national sports culture and provide the source power for the national sports consumption.

*Keywords:* national sports consumption, origin, formation, characteristic, mechanism.

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# Analysis on the origin and development of national sports consumption Under the field of Sanjiang "March 3" National Cultural Tourism Festival

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## I. INTRODUCTION

National sports consumption is an especial form of consumption, which refers to the process that people consume products related to national sports to meet the needs of the material and cultural life of national sports<sup>[1]</sup>. Sports consumption promotes sports production and provides source power for the development of the sports industry and sports market. In recent years, people's demand for sports consumption is growing. National sports consumption is a fundamental part of consumption in minority areas, which has regional and ethnic characteristics, and gradually develops into a healthy lifestyle. This paper focuses on the sports consumption of national festivals in Guangxi minority areas. At present, the related consumption literature for Guangxi national sports consumption research depth and breadth is insufficient. Guangxi is an area inhabited by ethnic minorities, with rich traditional sports resources. However, the development of national sports industry is sluggish. Guangxi is a minority area with rich traditional sports resources, but the development of the national sports industry is lagging behind. A considerable part of the national sports market is outside the modern market economy and is incompatible with the current social atmosphere. There are many

backward and insufficient phenomena in the consumption of national sports. In the transformation period of the present society, it still partly maintains the original ecological and specific consumption mode, but it also shows the development trend adapting to the present consumption. In the field of national festivals, it is of great significance to study the origin and development of sports consumption of minorities from the perspective of economy and culture. It is of great significance to guide the upgrading of national sports consumption, promote the production of national sports, cultivate and develop the sports market of minorities, and inherit the national sports culture. Under the background of carrying forward the excellent traditional culture of the Chinese nation and realizing the great rejuvenation of the nation, we study the origin, formation and development mechanism of national sports consumption in minority areas from the perspective of economy and culture, so as to guide national sports

consumption, cultivate and develop national sports market, promote national sports production, prosper national economy and inherit national sports culture.

## II. CHARACTERISTICS OF GUANGXI NATIONAL SPORTS FESTIVAL CONSUMPTION

Sanjiang, located in the remote mountainous area of Northwest Guangxi, is a minority inhabited area. National sports consumption is an integral part of local social consumption. Influenced by the internal environmental factors such as regional conditions, customs, national culture and belief, and external environmental factors such as the modern market economy and cultural impact, Sanjiang still presents the characteristics of "aggregation" and "concentrate" of original ecology.



Fig. 1: Scenes of Sanjiang "March 3" National Cultural Tourism Festival

### 2.1 Combination of Large Dispersion and Small Aggregation

From the perspective of the whole Guangxi sports consumption market, the national sports consumption behavior is mainly exists in the areas inhabited by minorities. With the holding of national sports activities, the consumption subjects gather in a specific field and concentrate on the consumption of national sports consumer goods in a special period. For example, during the Sanjiang "March 3rd" national traditional

fireworks festival in Fulu Town and the bullfight Tourism Festival of Dong in Pingliu Town, tens of thousands of people gathered in the towns, but the areas where non minorities lived and the surrounding counties were as usual. Consumers show the unique initiative "gather" to the consumption center field. In time and space, consumer goods and consumer behavior show a obvious "concentration" characteristics of the primitive ecological national sports consumption.

## 2.2 The specificity of original ecology

National sports-related consumer goods are mainly composed of simple folk sports activities, competitive performances, natural raw materials, and primarily processed handicrafts. For example, a large number of fireworks teams from ethnic villages, all dressed up young men and women, in an orderly manner and participate in the competition; a variety of ethnic costumes, mascots or sacrificial offerings, daily necessities, Chinese medicinal materials, snacks, and so on are plentiful and affordable, and all kinds of stalls spread along the river for miles. The consumption demand of national sports of residents is relatively unified and simple, mainly to meet the needs of people's material life, belief, and cultural life by material products and participating in some entertainment folk sports activities such as singing and dancing; the consumption of competitive performance is insufficient, and the level and quality of consumption are not high, but the consumption demand is great in quantity and scale, which generally reflects the thrift and practicability of local people Consumer psychology. In this temporary market based on national sports activities, national sports consumption has specificity compared with modern social consumption.

## 2.3 Strong Adsorption and Radiation of "Central Consumption."

The festival market centered on the place where the national sports is held has brought the great national sports consumption, which has a strong adsorption effect on the surrounding social consumption. A few days before the festival, all kinds of businesses set up camp along the river. Lion dance, reed flute dance, folk song duet, and other performances and entertainment are strongly radiated by the "central consumption" and produce "centripetal" gather. According to the interview, local migrant workers received information in advance, like migratory birds, they come back from all over the country to participate in the festival, even as far as overseas. During the festival, the surrounding people and foreign tourists are in an endless stream. Along the rugged mountain road, pedestrians and parking

vehicles stretched for several miles, resulting in congestion for hours when the festival ended. Various networks and media track and report the festival, and the adsorption capacity, radiation range, and energy of "central consumption" are constantly superimposed.

## 2.4 Integration with Modern Social Consumption

National sports consumption is affected by the internal environment factors such as region, customs, national culture, and belief, showing the specificity and relative independence of the original ecology. Under the background of social transformation, influenced by external environmental factors such as social changes, modern market economy, and cultural impact, it is integrating with current consumption. The speed, depth, and breadth of this integration are advancing. From the aspects of consumption structure and consumption mode, it is compatible with the development trend of modern social consumption mechanisms, especially the progress of science and technology, and social civilization has accelerated the integration process once again. For example, Dong Traditional bullfight in Pingliu is no longer just for self-entertainment on the local riverside open space. Instead, a modern professional operation model has been adopted in the new bullring. Pre-competition publicity and sales are carried out through the Internet. The whole course of the event has been broadcast, recorded, and tracked by various TV network media. Businesses of all sizes have WeChat and Alipay scan QR code payment methods to simplify classic consumption payments<sup>[2]</sup>. The popularization and application of network and other new technologies have penetrated all social fields and levels, including national sports consumption.

## 3. Origin and Formation of National Sports Consumption from the Perspective of Culture

National sports consumption does not exist since ancient times, but with the emergence and development of national sports activities to a certain extent, the formation of a particular social life needs. National sports consumption originates from a national sports, which is often accompanied by a legend. All kinds of national

sports activities in the various forms are the result of people's creation driven by sports instinct; the folklore accompanying it endows the sport with life and soul, meeting people's psychological and social needs. For example, throwing Hydrangea originated from throwing as a weapon of "flying mound" and dating tools. Later, they developed into high pole throwing and basket throwing with their own legends. From the micro-level, the consumers need to consume the products related

to traditional national sports to meet people's physiological and social needs, and then national sports consumption is produced. The origin and development mechanism of national sports consumption accompanied by activities and legends has become a consensus mode, which also acts on other national sports events and forms the macro social level of national sports consumption through "replication" and "collection."

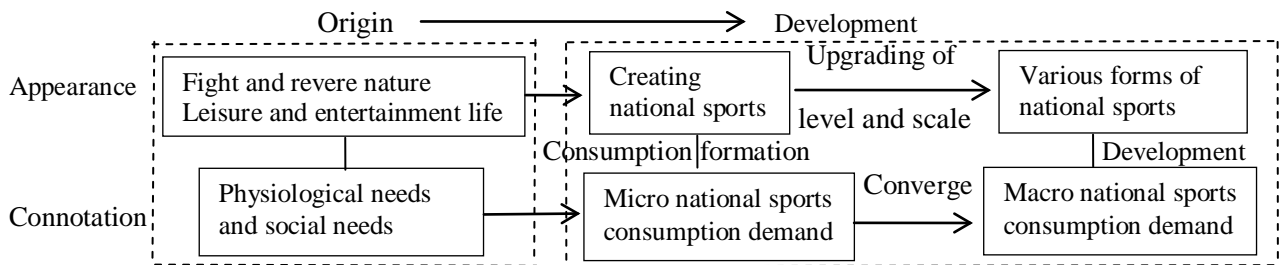


Fig. 2: The origin and development mechanism of consumption accompanied by national sports

### 3.1 Relationship between national sports and national sports consumption

Since ancient times, ethnic minorities in Northwest Guangxi have been living in mountainous areas with foul living conditions. In the long-term struggle with nature and social life, they have created many traditional ethnic sports to adapt to the living environment and maintain the stability of the village society<sup>[3]</sup>. From the surface level, people's social practice activities of fighting against nature, reverence for nature, leisure and entertainment, and the pursuit of healthy life have gradually evolved into national sports. Participating in national sports needs to consume material goods to meet the physiological needs of people's sports and the social demand of cultural beliefs, thus stimulating the consumption demand of national sports. Need is always dynamic and will not be terminated by temporary satisfaction. The trend of the development of national sports to competitive sports can meet people's unlimited needs for sports, which determines the consequent consumption demand of national sports has a sustainable, infinite, and broad development space. The reason for all human actions is not his thinking, but his needs. Therefore, the consumption demand of national sports "originates" from people's superficial,

physiological, and connotative social needs. As shown in Figure 2.

### 3.2 The "origin" and "development" of national sports consumption

In the sports practice activities driven by the chain of "need-motivation-behavior," and under the endogenous power of survival and development as the core values, national sports have the trend of developing to a larger scale and higher level. Production determines consumption, which provides the object for consumption, determines the mode of consumption, and causes people's new consumption needs; in turn, consumption affects production, promotes or hinders the development of production<sup>[1]</sup>. The national sports consumption derived from national sports and has a counter-effect to national sports. This powerful external driving force will promote the development of national sports production to meet the needs of people's consumption.

The development and growth of national sports require participants to build national sports organizations according to certain principles and requirements through sports activities, promote the scale and level of national sports, and develop into a strong culture to cultivate the identity of the values of the members of the organization so that members have a sense of honor and belonging.

The national sports organized under the leadership of the "headman" of the organization all inherit the legends and stories recognized by the people or the deeds of the ancestors. They have a set of special rituals of reverence for their gods and ancestors. For example, throwing Hydrangea originated from the "flying mound" of weapons, a way of expressing love among young men and women in Zhuang or a tool for blind dates, etc.; board shoe competition originated from training methods to fight against Japanese pirates. Religious belief, totem worship, and other contents are the indispensable main component of the values of village sports organizations and are the "source" of national sports activities. If the religious beliefs and worship contents involved in these minority sports have been removed, there will be little traditional sports culture left, and the driving force of inheritance will also disappear<sup>[4]</sup>.

So various forms of national sports has a distinct personality and different, accompanied by the legend of the story to give them the life and soul, is rooted in the local customs, religious beliefs, and ethnic cultural identity, internalized into national identity values, blood, and thorough marrow, integrated into the daily life and satisfy people's spiritual and cultural needs, can form a relatively stable inheriting the sports culture of organism. With the change of times and the influence of the internal and external environments, this organism has been continuously self-renewal, growth, evolution, and spread to this day. After hundreds of thousands of years of vicissitudes, it is still full of vitality. It can be seen that this is a development process from the form of organizational activities to the identification of values, from material to spiritual. At the same time, the micro individual national sports consumption demand is gathered into macro-social consumption demand, thus changing the structure of social consumption demand, in turn, making the national sports production continue to progress and promoting the development of the national economy. See Figure 2.

#### 4. Consumption formation mechanism from the perspective of economic culture

##### 4.1 Formation mechanism

In ethnic minority areas, ethnic sports consumption affects people's daily material needs, customs, religious beliefs, and other cultural needs and has profound national, regional, and ethnic symbol characteristics. Ethnic minorities living in mountainous areas have poor living conditions such as transportation, medical and health care, and are more troubled by natural forces and diseases. In their long-term struggle with nature, the local people have summed up many survival ways suitable for regional characteristics. "March 3" period is a vigorous period for all things to reproduce, and then there will be snake and insect bites, diseases, and other phenomena. Wormwood, mountain herbs, herbal tea, mascots, and sacrificial supplies have become basic consumer goods during the National Sports Festival, which can meet people's material and cultural needs such as dispelling diseases and eliminating evil spirits worshiping beliefs, and so on. For example, the tea bran made by local people can wash out black hair, an herbal tea made by mountain herbs can relieve summer heat and relieve fatigue, Miao medicine can stop bleeding, bruises, and sprains immediately. The consumption of these material products is closely related to the national specific sacrificial rites, national sports performances, and competitions, and has become a part of life, and has been harmonious and symbiotic with the full vitality of nature since ancient times. All these things are natural and have their own "natural" (as they were). It is a unique feature of the free small-scale peasant market economy inherited by ethnic minorities for hundreds of thousands of years Performance. This kind of operation mechanism of "festival- -activity--consumption to meet the material and cultural needs of ethnic minorities also appear in other ethnic minorities, which constitutes the sports consumption of the Chinese nation.

#### 4.2 Theoretical explanation of marginal consumption tendency of national sports consumption

Guangxi national sports consumption has a long history; as a whole, it is still in the primary and initial stage of consumption of material products. The current situation of the national sports industry and the market determines that the national sports consumption as a whole is still dominated by material product consumption. In contrast, the development of sports core industry dominated by sports service and competitive performance lags. The main manifestations are as follows: the ontology industry has not yet formed a pillar development advantage, and the service-oriented sports core industry lags behind the development of the sports goods industry and other industrial structure defects<sup>[5]</sup>; The enterprise-scale is small, the management is backward, the market competition ability is not powerful, the product quality question and the development imbalance question and so on.

For example, during the Dong cultural bullfight Tourism Festival in Pingliu, the consumption of national sports is mainly the consumption of food, daily necessities, appliances, and other material products; the consumption of leisure entertainment and competitive performance is

less. From the previous tens of thousands of people spontaneously watching bullfighting on the riverside, it has transformed into a specialized arena for commercial and professional operation, involving production and consumption through the Internet, shooting live bullfighting recording programs for online publicity and sales. However, the phenomenon of "ice and fire" appeared both inside and outside the bullring. There were a large number of people outside the bullring, with about 200 onlookers. Compared with the number of people outside, some of them were foreign tourists. Onlookers were eager to watch the bullfight, and they were all listening to the radio and watching the game. However, they were deterred by the ticket of 100 yuan/game, which also reflects the local people's limited economic income, weak awareness of national sports consumption, frugal consumption, practical consumption, and other restrictive consumption psychology. The advertising campaign has been launched a few months ago, but the actual business situation is bleak. However, the development direction of the market-oriented operation of national sports has not appeared the prosperity that people expected, which is worth pondering, and the exploration road is still difficult.



Fig. 3: Inside and outside the bullring

The theory of marginal propensity to consume in Keynesian Economics refers to the ratio of the increase of consumption and income; consumption increases with the growth of revenue, but the increase of consumption is less than the rising of earning, which is a "basic psychological law," which leads to insufficient

consumption demand and is one of the reasons for crisis and unemployment<sup>[1]</sup>. The development of the economy and society promotes people's income and consumption ability. With the improvement of living standards, people's increasing material needs promote the consumption of material products. Still, people's



income increases faster, which leads to the increase of material consumption less than the rising of income. In other words, the ratio of national sports consumption to national sports income is gradually decreasing, leading to insufficient consumption demand, resulting in a series of chain reactions and consequences of the lagging development of the national sports industry.

Consumption and industrial market match each other. The insufficient demand for national sports consumption leads to the lack of power of production. The reproduction of national sports can not form expanded reproduction, but the scale and level can not be improved; the insufficient consumption leads to the deficiency return of market funds and the reduction of profits, which makes the labor force engaged in national sports production lose the necessary conditions for survival and recovery. It is difficult to sustain themselves. However, it can not guarantee the regular production process of national sports. Production determines consumption, consumption determines market, and the market determines industry, thus forming an interactive organic cycle process.

From the analysis of the four components of the national sports market subject, object, media, and price: the main body of the market, the insufficient consumption of national sports leads to the obstruction of the supplier's production process, the reduction of employees, unemployment or seeking another way out; the consumer's material and cultural needs can not be met and gradually reduce or give up the national sports consumption demand. In terms of market objects, the quality and scale of material products, competition, and performance cannot be improved. The market subject and object are still young, and the development of media has also been hindered. The market price of competitive and performance core industries is just like the price of daily necessities, which can not achieve profit. The insufficient consumption of national sports causes the development of the national sports market hindered, the loss of labor and consumers, the low quality and scale of products and then leads to a series of "crises" such as

insufficient consumption demand, and explains why the traditional national sports market still stays at the level of small farmers market. However, there is some consumer demand, it is indifferent to the high consumption competitive performance.

### III. DEVELOPMENT TREND OF NATIONAL SPORTS CONSUMPTION

Ethnic village sports are integrating into a wide range of social life fields, such as festivals, beliefs, sacrifices, leisure, and entertainment, involving the government, schools, non-governmental associations, and other organizations, has become a part of people's life. In the same way, the national sports consumption culture penetrates all fields and levels of society, integrates into people's blood, and becomes the symbol of national culture so that it can survive hundreds of thousands of years of vicissitudes. The consumption "basic" determines that the national sports consumption will not die out because of the passage of time, nor will it expand blindly due to the impact of economic upsurge. From the internal point of view, it is more in line with the psychological needs of people's consumption direction, from the external point of view, to gradually integrate into modern consumption, more in line with the direction of market economy. From the internal point of view, national sports consumption to more meet the psychological needs of people's development, from the external point of view, to gradually integrate modern consumption, more in line with the direction of the development of the market economy.

#### *3.1 Local production consumption and external consumption demand increased*

The local sports production and consumption of ethnic minorities increased, such as the consumption of material materials for sacrificial offerings, musical instruments, mascots, souvenirs, the arrangement and manufacture of the ethnic song and dance performances, and the operation of competitive events. The growth of production and consumption of local ethnic sports stimulates the continuous improvement of product quality and scale and forms a sustained

consumption demand for foreign tourists and businesses. For example, the consumer groups with the high prices and high quality, such as competitive events and performances, are mostly foreign tourists. Some of them visit more than once, and some pay by visiting relatives and friends. They have developed from experiential consumption to a sense of belonging consumption "feelings" and spread.

### *5.2 Integration of Humanities and technological elements into industrial integration*

For example, the traditional firecrackers festival of Fulu Town on "March 3" has become the "central consumption area" of several surrounding counties and townships. Even some ethnic minorities in Congjiang, Guizhou Province, have been used to gathering for the festival. It not only enriches the contents of the Firecrackers Festival but also attracts sports elements such as "Lion Dance," "Reed Flute," and "folk song duel." The market-oriented sports events and Internet intervention in publicity, sales, and television network media broadcast, report, and another era of science and technology elements in the consumption behavior of resources integration, humanities, and technology elements gradually integrated into the national festival consumption, industry integration framework is prominent.

### *3.3 Industrial integration promotes social function development of national sports consumption*

The expansibility, diversity, and hierarchy of consumer demand impels the sustainable growth of national sports consumption level and scale, stimulate people's new consumption demand, promote the structural reform of the supply side of the national sports market, and promote the development of the market economy. Promote the combination of national cultural elements and national sports production, make the development of sports consumption to the sports core industry with competitive performance as the main body, adjust the industrial structure, and then promote the optimization of national sports consumption structure. The scale and level of national sports organizations are improving and moving towards professionalization and

commercialization. They pay more attention to their competitiveness and performance. Traditional sports culture and mainstream sports culture are integrated to enhance their survival and adaptability and become the strong mainstream culture.

## IV. SUGGESTION

**6.1** Innovate and inherit the national traditional sports culture, and enhance the cultural identity, cultural consciousness, and cultural self-confidence of national sports<sup>[6]</sup>. In a large environment compatible with present consumption, we should retain the original ecological specificity of national sports consumption, meet people's continuous development of consumer psychological needs, build consumption "feelings," and enhance people's sense of belonging. The national traditional sports culture is not only the symbol of national sports consumption which is different from other consumption but also the root and soul of national sports consumption culture.

**6.2** Strengthen the cultural construction of the birthplace of national sports and consolidate the cultural foundation of "source" ethnic sports, which is the foundation of national culture from ancient times to the present. We should bring into play the core role of "gathering" and "radiating" of the powerful ethnic sports consumption of many "branches", integrate the superior resources in the surrounding areas, and promote the development of ethnic sports culture, economic, and social development.

**6.3** Guide the integration of human science and technology elements and take the road of industrial integration and development. Strengthen the integration of national cultural elements and scientific and technological elements, and carry out the supply-side structural reform of national sports production. The use of fast and convenient Internet makes more independent and diversified national sports production individuals gather in this platform, and information sharing promotes the quality improvement and survival of products, instead of forming overcapacity by launching single low-end

products. Develop convenient transportation and integrate resources in production, circulation, storage, and sales to carry out multi-functional product packaging to enhance product competitiveness. We should guide the adjustment of consumption structure, give priority to the development of the major national sports industry such as competitive performance, deeply process the folk sports culture, and promote the grow of national sports in the direction of marketization and scale, to break the shackles of the development of the current national traditional sports small farmers market.

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