



Consumer Behavior Characteristics of Martial Arts Training Institutions in Chongqing

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Abstract

This study examines the consumer behavior characteristics shaping the development of martial arts training institutions within Chongqing's urban core, a vital segment of the city's martial arts industry. Targeting nine districts, a mixed-methods approach, combining consumption theory and questionnaire data, was employed to analyze consumer perspectives and demand drivers. The primary objectives were: (1) to identify key consumer behavior characteristics influencing demand for martial arts training; (2) to evaluate the impact of consumer behavior on the economic sustainability of these institutions; and (3) to provide actionable insights for enhancing service offerings and market competitiveness. Utilizing consumption theory, the research explores how consumer preferences, motivations, and purchasing decisions affect the operational dynamics and growth of training centers. The questionnaire, capturing demographics, training motivations, satisfaction, and spending habits, illuminates specific behavioral patterns among Chongqing's martial arts consumers. The study aims to delineate the consumer characteristics contributing to the sector's economic foundation. By identifying demand drivers, the research offers insights for institutions to tailor services and marketing strategies and clarifies how understanding consumer behavior can accelerate domestic demand, contributing to sustainable industry growth and economic impact. The findings are crucial for stakeholders, including training institutions, policymakers, and industry professionals, seeking to enhance the sector's vitality and responsiveness. In summary, this analysis demonstrates that martial arts training in Chongqing has successfully evolved to maintain relevance in contemporary urban contexts while preserving its cultural essence. The inclusive demographic profile, multidimensional value perception, and clear consumer preferences provide a foundation for the continued development of martial arts as both a cultural heritage practice and a modern physical activity with broad appeal.

Keywords: Martial arts training, consumers, consumer behavior

Introduction

As an excellent traditional culture, Chinese martial arts has developed into an important sports event, appearing in various competitions and activities. And it is widely loved by people of different ages, playing an important role in strengthening the body and promoting traditional



Chinese culture. It plays a positive role in promoting the national spirit and Chinese culture. Scholars have divided the core competitiveness of the martial arts industry into four aspects: the core competitiveness of the martial arts technology industry, the core competitiveness of the martial arts supplies industry, the core competitiveness of the martial arts talent industry, and the core competitiveness of the martial arts culture industry.

Martial arts training is an important part of the core competitiveness of the martial arts technology industry (Qiuhan., Z.(2015). To a large extent, it can be regarded as the leading and core industry of the martial arts industry, which can play a significant role in promoting the positive and healthy development of the martial arts industry. Within Chongqing, the development of its martial arts training industry has always followed the principle of survival of the fittest, which is in line with the natural development law of the economic market. Some well-developed martial arts training structures in Chongqing have shown great advantages in many aspects, such as hardware facilities, teaching staff, and the number of martial arts practitioners. However, martial arts training institutions with poor educational conditions and insufficient teaching staff are difficult to survive.

Research Objectives

1. To analyze and identify the key consumer behavior characteristics that influence the demand for martial arts training services in Chongqing's main urban districts.
2. To evaluate the impact of consumer behavior on the development and economic sustainability of martial arts training institutions in Chongqing.
3. To enhance their service offerings, marketing strategies, and overall market competitiveness, thereby contributing to the growth of the martial arts industry in Chongqing

Literature review

Solomon, M. (2015) mentioned in his book "Consumer Behavior" that "motivation arises when consumers' desired needs are activated" (p.079). In the Investigation and Analysis of Children's Parents' Sports Training Consumption Motivation, Lin Xing believes that sports consumption motivation refers to an internal psychological motivation that stimulates a person to consume in sports, and is the internal motivation that directly urges a person to consume in sports. When studying leisure sports consumption motivation, Shao Xuemei believed that consumption motivation can positively affect Consumer behaviour, and as a developmental and enjoyable consumption, leisure sports consumption should accurately identify the needs and motivations of different strata and groups, such as leisure and entertainment, physical and mental fitness, social performance, adventure challenges, etc., to enhance the public's attention and involvement in leisure sports consumption (Xuemei, S. et.al., 2021)

From 2017 to present, it has been found in the literature review of the martial arts industry that the research overview of the martial arts industry has gone beyond the traditional resource development perspective of martial arts, and has preliminarily solved the pale fusion of "traditionalism" and "modernization". The key to solving this problem is mainly manifested in the following two aspects.



The top-down path to realizing the value of the martial arts industry. The industrial value of martial arts is mainly summarized around the traditional characteristics of martial arts, including cultural (Xingrong, L.& Guozhi., W.,(2021), social (Pei, M.et.al..(2020). Economic (Yacheng, Z.& liu., J.(2021) and other commercial characteristics. Secondly, a mechanism for integrating the martial arts industry from the inside out. The integration and development of the martial arts industry mainly involves completing the modernization transformation and intelligent combination of traditional characteristics. The martial arts industry not only needs to improve the traditional industrial model, but also needs to make good use of emerging products of the new era to carry out creative development of the martial arts industry.

In terms of the definition of martial arts training, Zuo Maji said that martial arts training institutions are market-oriented sports organizations aimed at cultivating interests, exercising, and teaching martial arts skills, in addition to school martial arts and professional competitive martial arts teams (Maji, Z. 2018) proposed that martial arts training institutions refer to individuals and social organizations that use non-state financial funds, in accordance with relevant rules and regulations, to provide martial arts related knowledge and skills training to society. proposed that martial arts training institutions are educational activities that focus on meeting people's interests, qualities, technical, cultural and other needs in martial arts skills, with the main body being legal entities with training qualifications. Liu Chen believes that under modern economic conditions, the traditional forms of martial arts are gradually being replaced by various new forms of martial arts development. Martial arts training institutions are profit oriented training institutions established with the main content of imparting martial arts skills and funded by people under the limitations of the national system (Chen, L. 2022). In summary, although there are many scholars who have defined the concept of martial arts training, compared to this study, the scope of definition has certain limitations, without citing other commonly used martial arts training titles in society, such as martial arts clubs, sports companies' martial arts training programs, etc. Therefore, in the following review, I will include "martial arts clubs" and "martial arts training programs of sports training institutions" in the relevant research of "martial arts training" and continue to discuss them.

At present, research on martial arts training is divided into two major regions. The first is based on the age stage of the trainees, with the highest proportion being focused on children's martial arts training, The second is to divide it by geographical location and study the current situation of martial arts training in different cities,

In summary, the current research on martial arts training started relatively late, and most of the related research perspectives are too much focused on managers, coaches, etc., with more research on the supply side than on consumers. Moreover, the research on martial arts training in Chongqing is relatively scarce, and there is a theoretical gap in the research on martial arts training consumers in Chongqing. Therefore, from the perspective of consumers, it is of theoretical significance for me to study Consumer behaviour of martial arts training in Chongqing, and the research results can fill in the academic structure of this part to a certain extent.

Research Methodology

Collect data on consumers participating in martial arts training through a self-filled survey



questionnaire. Create a questionnaire using the Likert Five Point Scale and collect relevant data. We have a relatively biased attitude towards consumers in our research, and the preparation of survey questionnaires is mainly focused on consumers. Through problem analysis from different perspectives, we explore and verify our hypotheses. This study conducted a preliminary survey of martial arts training consumers in Chongqing. The researchers checked the consistency of the survey content and corrected unnecessary issues, so that the entire survey results reflected the issues set in the study as much as possible. The survey began in December 2022. In order to conduct safe statistical analysis of the collected data, we use SPSS data analysis software for operation. Through the analysis of SPSS software, the reliability and validity of the questionnaire were tested, and the data such as Demography statistical characteristics were analyzed.

Research Results

Analysis of Demography Statistical Characteristics

Table 1 Age List of Respondents

Respondent's age	frequency	Effective percentage%
18 and below	28	6.1
19-25	108	23.7
26-45	289	63.4
46-60	29	6.4
61 and above	2	0.4

From the above table, it can be seen that the age range with the highest frequency of visits in age statistics is between 26 and 45 years old, with a frequency of 289, accounting for 63.4%; the frequency of respondents aged 19-25 is 108, accounting for 23.7%; the frequency of respondents aged 46 to 60 is 29, accounting for 6.4%; the frequency of respondents aged 18 and below is 28, accounting for 6.1%; the frequency of respondents aged 61 and above is 2, accounting for 0.4%. Among them, all respondents in all age groups have actual experience in participating in martial arts training, with the youngest mainly concentrated in the age range of 18 and below. There are four oldest martial arts training students, aged 62, 61, 59, and 58, respectively. The majority of respondents in other age groups are parents of the students. From this, it can be seen that the age range of participants in martial arts training is relatively large, possibly due to the diversity of martial arts forms that can meet the sports needs of different age groups. For example, teenagers and children generally have lively and active characteristics, and can choose to practice Changquan martial arts or martial arts Sanda; people over 50 years old are relatively weak in physical fitness such as explosive power, speed, and strength, so they



can choose to practice Tai Chi and fitness Qigong martial arts.

Table 2 Sex List of Respondents

Respondents sex	frequency	Effective percentage%
Male	280	61.4
Female	176	38.6

In the preliminary research scenario, we believe that the characteristics of martial arts may attract more attention and recognition from men. Women may not be able to accept the sports requirements of martial arts in terms of speed, strength, endurance, etc. due to personality, body structure, and other reasons. Therefore, we believe that there will be very few women participating in martial arts training. However, this is not the case. From the above table, it can be seen that there are 280 males participating in the survey of martial arts consumption behavior in Chongqing, accounting for 61.4%; there are 176 women, accounting for 38.6%. Although there are differences in the consumption behavior of martial arts training in Chongqing between different gender sample sizes, this difference exceeds our previous assumptions. The reason may be that the modernization of women and the cultural definition of traditional women have undergone a transformation. For women, they have more opportunities to express their choices. Moreover, the martial arts culture is vast and profound, and different social functions endow martial arts with different perspectives. Women can choose martial arts training from perspectives such as self-defense, body management, and social networking. Therefore, martial arts is no longer a historical imagination that pursues extreme violence, breaking the gender bias of martial arts.

Table 3 List of Respondents' Occupations

Respondents' Occupations	frequency	Effective percentage %
public functionary	7	1.5
Management personnel of enterprises and institutions	26	5.7
Professional/cultural, educational and technical personnel	25	5.5
Individual and private workers	77	16.9
office worker	60	13.2
worker	13	2.9



farmer	9	2
soldier	2	0.4
student	120	26.3
retired personnel	3	0.7
other	114	25

From the above table, it can be seen that in the statistics of respondents' professions, the maximum number of respondents with student status is 120, accounting for 26.3%; a total of 114 people choose other professions, accounting for 25%; there are 77 individual or private workers, accounting for 16.9%; there are a total of 60 employees, accounting for 13.2%. In the martial arts training institutions in Chongqing, the teaching content basically embodies the sports value of martial arts. Martial arts mainly promotes people's exercise awareness and value guidance in terms of sports form, sports ability, and sports psychology requirements. Therefore, the reason why the proportion of middle school students among the respondents is the highest may be that in the student community, it is the main stage that needs to develop one's own comprehensive qualities. Whether it is the knowledge learning of theoretical courses or the skill operation of practical courses, they all need to rely on certain media. In addition, martial arts training belongs to the category of extracurricular training. When students are under intense learning pressure, they can participate in martial arts training activities, transform the learning pressure of cultural courses, and release their tense emotions during martial arts practice.

Table 4 List of Education Levels of Respondents

Education level	frequency	Effective percentage%
High school and below	123	27
Technical secondary school/college level	126	27.6
undergraduate college	182	39.9
Master's degree students	24	5.3
doctor	1	0.2

Education level indirectly reflects people's level of understanding of things in intuitive understanding. From the above table, it can be seen that in the statistical survey of respondents' education level, the frequency of high school and below is 123, accounting for 27%; the frequency of vocational school or college degree is 126 people, accounting for 27.6%; the frequency of undergraduate studies is 182, accounting for 39.9%; the frequency of master's students is 24, accounting for 5.3%; the frequency of doctoral students is one, accounting for 0.2%. There is no significant difference in the frequency of education levels below master's



degree, with a total of 25 highly educated (master's and doctoral) individuals. The majority of people participating in the consumption behavior of martial arts training are concentrated below the master's degree. Based on our analysis, we believe that martial arts, as a traditional Chinese national sports event, have many opportunities for people to have daily exposure to martial arts in the growth environment of our country. The cultural background and skill forms of martial arts can be found in common information dissemination channels such as literary works, movies, songs, newspapers, etc. Therefore, people can accumulate experience, master the basic forms of martial arts, and understand the overview of martial arts.

However, our point of view here is not that martial arts do not require learning, but that people can achieve two main aspects of cognition through martial arts training. The first is to enhance the professional sports skills of martial arts; the second is to correct misunderstandings about martial arts culture and truly understand the cultural significance conveyed by martial arts to the world.

Table 5 List of Household Income of Respondents

Income amount (RMB)	frequency	Effective percentage%
6000 And below	152	33.3
6001-8000	88	19.3
8001-10000	82	18
10001-13000	61	13.4
13001And above	73	16

In our study, the household income of the respondents mainly represents the total monthly income count of each respondent's family member (if they are students, specifically referring to both parents or primary guardians). From an economic perspective, martial arts training mainly reflects the consumption relationship between students and martial arts training institutions, which is mainly established in consumer behavior. So, by investigating the income situation, we can roughly see the economic structure characteristics of the martial arts training consumer group.

According to the table above, there are 152 people with a household income of 6000 yuan or less, accounting for 33.3%; there are 88 people with a household income between 6001 and 8000 yuan, accounting for 19.3%; 82 people with a household income between 8001 and 10000 yuan, accounting for 18%; there are 61 people with a household income between 10001 and 13000, accounting for 13.4%; there are 73 people with a household income of 13001 yuan or more, accounting for 16%. The relative interval statistical frequency of household monthly income is relatively balanced. In the statistical survey of household monthly income, the sample size is relatively scattered and average, which has a certain degree of objectivity.



Descriptive Statistical Analysis of Martial Arts Cognition

Table 6 List of Descriptive Statistics on Martial Arts Cognition

title	sort	sample size	Min	Max	average	standard deviation
It is the traditional culture of the Chinese nation	1	456	1	5	4.66	0.736
Can exercise the body	2	456	1	5	4.64	0.688
Can hone one's will	3	456	1	5	4.6	0.735
Can enhance confidence	4	456	1	5	4.52	0.764
The country is promoting martial arts on campus	5	456	1	5	4.46	0.806
Having fitness and health preservation properties	6	456	1	5	4.4	0.786
Can make new friends	7	456	1	5	4.34	0.849
Having fighting and fighting qualities	8	456	1	5	3.81	1.014
Being included in the entrance examination program	9	456	1	5	3.79	1.219
Recognizing that martial arts possess routine performance	10	456	1	5	3.61	1.197

According to the above table, there are a total of 10 items in martial arts cognition, and the data distribution of each indicator is good, with the maximum and minimum values of 5 and 1, which is in line with the characteristics of the Likert five point scale, i.e. the respondents' choices are distributed in the closed range of "strongly agree" and "strongly disagree". This reflect the breadth of the survey subjects. The average of the 10 observation indicators is greater than 3.5, indicating that the respondents have a good level of understanding of martial arts. In terms of their understanding of martial arts ontology, value, and social cognition, they all reflect a good foundation of martial arts cognition among the surveyed consumers.



Descriptive Statistics Analysis of Participation Motivation

Table 7 List of descriptive statistics on motivation for participating in martial arts training

title	sort	sample size	Min	Max	average	standard deviation
Ability to cultivate personality and willpower	1	456	1	5	4.43	0.79
Can promote traditional culture	2	456	1	5	4.43	0.856
Ability to cultivate a sense of responsibility	3	456	1	5	4.35	0.806
Martial arts can enhance physical fitness	4	456	1	5	4.34	0.852
Can enhance patriotism	5	456	1	5	4.34	0.851
Can enhance social friendship	6	456	1	5	4.26	0.878
Because of martial arts related film and television literature works	7	456	1	5	3.63	1.072
Because it is helpful for further education	8	456	1	5	3.5	1.121
Because of the promulgation of the "double reduction" policy	9	456	1	5	3.35	1.156
Because everyone around me is learning	10	456	1	5	3.32	1.095
Because parents are busy with work and do not have time to manage their children	11	456	1	5	2.96	1.217
Because of advertising promotion	12	456	1	5	2.93	1.146

According to the above table, the motivation for participating in martial arts training includes a total of 12 items, and the data distribution of each indicator is good, with the maximum and minimum values of 5 and 1, which is in line with the characteristics of the Likert 5-point scale. It indicates that each survey question has been selected by the surveyed consumers as "strongly agree" and "strongly disagree", and the survey subjects have good universality. The mean of all 14 observation indicators is greater than 2.5, indicating that the respondents have a good motivation to participate in martial arts training.



Descriptive Statistical Analysis of Training Needs

Table 8 List of descriptive statistics for martial arts training needs

title	sort	sample size	Min	Max	average	standard deviation
Excellent professional abilities of teachers	1	456	1	5	4.38	0.84
Teachers have a serious attitude towards teaching	2	456	1	5	4.37	0.836
The site is spacious and brightly lit	3	456	1	5	4.33	0.855
Teachers can drive the classroom atmosphere	4	456	1	5	4.28	0.854
Complete sports facilities and supporting facilities	5	456	1	5	4.26	0.896
Reasonable and scientific teaching methods	6	456	1	5	4.23	0.865
The safety hazards of the site are guaranteed	7	456	1	5	4.23	0.996
Rich teaching content	8	456	1	5	4.15	0.893
Reasonable and scientific curriculum arrangement	9	456	1	5	4.12	0.889
Diversified class classification	10	456	1	5	4.06	0.924
Near home, convenient for attending and leaving classes	11	456	1	5	4.04	1.013
There is a small class teaching mode	12	456	1	5	4.03	0.955
Convenient parking at the training venue	13	456	1	5	3.91	1.065
Can customize courses privately	14	456	1	5	3.74	1.064

According to the above table, the total demand for martial arts training includes 14 items, and the data distribution of each indicator is good, with the maximum and minimum values of 5 and 1, which is in line with the characteristics of the Likert five point scale, that is, the selection of the surveyed group is distributed in a closed range of "strongly agree" and "strongly disagree", reflecting the breadth of the survey subjects. The average of the 14 observation indicators is greater than 3.5, indicating that the respondents have a good demand for martial arts training. In terms of course needs, teacher needs, and environmental needs, they all reflect the respondents' good martial arts training needs.

From the overall statistical data of martial arts training needs, among the top five ranked, there are three demand indicators for "teacher ability" (with an average value greater than 4.2);



there are two indicators regarding the "teaching environment", and therefore, it reflects that respondents prefer the professional abilities of teachers and the venue environment in martial arts training.

Discussion

Martial arts, as a significant component of traditional Chinese culture, represents not only a form of physical exercise but also embodies rich cultural heritage and philosophical values. This analysis explores the demographic characteristics, cognitive perceptions, participation motivations, and training needs of martial arts practitioners in Chongqing, China. The findings provide valuable insights into the current state of martial arts training consumption and offer implications for the development of martial arts training programs and facilities.

Demographic Characteristics Analysis

Age Distribution

The age distribution of martial arts training participants reveals a diverse spectrum of engagement across different age groups. The predominant age group participating in martial arts training is 26-45 years old, constituting 63.4% of the total respondents. This aligns with Yang, M., Zhang, L., & Chen, K. (2019) findings that middle-aged adults often seek traditional physical activities that combine health benefits with cultural value. The second largest group consists of young adults aged 19-25 (23.7%), followed by older adults aged 46-60 (6.4%), and adolescents aged 18 and below (6.1%). The minimal participation of individuals aged 61 and above (0.4%) indicates potential barriers or limited appeal of martial arts to this demographic. This age distribution demonstrates that martial arts training has successfully adapted to meet the diverse physical capabilities and interests of different age groups. As noted by Li, X., & Zhang, P. (2020), the versatility of martial arts forms allows practitioners to engage with styles that match their physical abilities and preferences: younger participants can pursue dynamic styles like Changquan or Sanda, while older practitioners can benefit from gentler forms such as Tai Chi and Qigong that emphasize meditative movements and breath control.

Gender Composition

The gender distribution of participants challenges conventional assumptions about martial arts being predominantly male-oriented. While male participants constitute the majority (61.4%), the significant female participation (38.6%) indicates a notable shift in gender dynamics within martial arts culture. This finding corresponds with Wang, L. (2021) research on the feminization of traditional sports in contemporary China, which observed increasing female participation in previously male-dominated physical activities. The substantial female participation may reflect broader societal changes including the modernization of gender roles and evolving cultural definitions of femininity in Chinese society. As Chen, L. (2018) argued, women increasingly view martial arts as accessible through multiple perspectives: self-defense, body management, social networking, and cultural appreciation. This multidimensional appeal has helped transform martial arts from a historically male-dominated practice associated with combat to an inclusive cultural activity with diverse benefits and entry points for all genders.

Occupational Diversity



The occupational analysis reveals a broad spectrum of professional backgrounds among martial arts practitioners, with students representing the largest group (26.3%), followed by individuals in other professions (25%), individual and private workers (16.9%), and office workers (13.2%). This occupational diversity demonstrates the cross-sectional appeal of martial arts across different professional domains. The prominence of students among practitioners highlights the role of martial arts in educational contexts. As Zhang and Liu (2022) observed, martial arts training serves as a complementary educational component that develops physical abilities alongside important character traits such as discipline, perseverance, and focus. For students experiencing academic pressure, martial arts training offers a valuable outlet for stress release while simultaneously cultivating qualities beneficial to academic performance.

Educational Background\

The educational profile of martial arts practitioners shows a relatively balanced distribution across educational levels, with undergraduate degree holders (39.9%) constituting the largest group, followed by technical secondary school/college graduates (27.6%) and those with high school education or below (27%). The representation across educational backgrounds indicates that martial arts appeals to individuals with varying levels of formal education. This finding contrasts with Zhou, W. (2020) assertion that traditional cultural practices tend to appeal predominantly to highly educated individuals. Instead, it supports the view that martial arts, as a cultural practice embedded in everyday Chinese life, maintains accessibility regardless of educational background. The cultural familiarity with martial arts through various media channels—literature, films, songs, newspapers—creates multiple entry points for individuals to develop interest and engagement regardless of their formal educational attainment.

Income Distribution

The household income analysis shows a relatively balanced distribution across income brackets, with the largest group earning 6,000 RMB or less (33.3%), followed by those earning 6,001-8,000 RMB (19.3%), 8,001-10,000 RMB (18%), 13,001 RMB and above (16%), and 10,001-13,000 RMB (13.4%). This economic diversity suggests that martial arts training has developed a consumer base that spans different socioeconomic segments. The balanced income distribution challenges the perception that quality physical training programs are accessible only to higher-income households, as suggested by Liu, H., et. al. (2019). The participation of lower-income groups indicates that martial arts training institutions in Chongqing have developed pricing models that maintain accessibility while sustaining business operations. This economic inclusivity is crucial for preserving martial arts as a cultural practice accessible to the broader population rather than becoming an exclusive activity for the economically privileged.

Martial Arts Cognition Analysis

The analysis of martial arts cognition reveals high levels of recognition across multiple dimensions of martial arts value. The top three cognitive associations with martial arts are its identity as traditional Chinese culture (4.66), physical exercise benefits (4.64), and will-



building qualities (4.6). These high scores indicate a strong foundational understanding of martial arts' multifaceted value system.

The strong recognition of martial arts as traditional culture aligns with Huang, J., & Chen, W. (2021) findings on the increasing cultural consciousness among Chinese citizens and the growing appreciation for traditional practices in contemporary contexts. The high score for physical exercise benefits (4.64) demonstrates that participants recognize the tangible health benefits of martial arts practice beyond its cultural significance. The acknowledgment of will-building qualities (4.6) further indicates recognition of martial arts' psychological development benefits. The relatively lower scores for fighting qualities (3.81), inclusion in entrance examinations (3.79), and routine performance qualities (3.61) suggest that participants perceive martial arts more strongly through its cultural and developmental dimensions than through competitive or performance-oriented frameworks. This cognitive orientation aligns with Sun, Y.(2020) observation that contemporary martial arts practice increasingly emphasizes holistic development rather than exclusively combat techniques.

Participation Motivation Analysis

The analysis of participation motivations reveals a complex interplay of cultural, physical, psychological, and social factors driving engagement with martial arts training. The highest-ranked motivations include cultivation of personality and willpower (4.43), promotion of traditional culture (4.43), cultivation of responsibility (4.35), physical fitness enhancement (4.34), and patriotism enhancement (4.34). The prominence of personality and willpower cultivation as a primary motivation corresponds with Yang's (2019) finding that modern practitioners increasingly seek martial arts training for character development rather than combat proficiency. The equally high rating for cultural promotion reflects a growing interest in cultural preservation and heritage appreciation, which Yanan., W.(2021) identified as an emerging trend in recreational activities among urban Chinese populations. The relatively moderate ratings for motivations related to film and television influences (3.63) and educational benefits (3.5) suggest that media representations and instrumental benefits play a secondary role in driving participation. The low ratings for motivations related to parental time constraints (2.96) and advertising promotion (2.93) indicate that external pressures and commercial messaging have limited influence on participation decisions compared to intrinsic motivations tied to personal development and cultural appreciation.

Training Needs Analysis

The analysis of training needs provides valuable insights into consumer preferences and expectations regarding martial arts instruction. The highest-rated needs relate to teacher quality, with professional abilities of teachers (4.38) and serious teaching attitudes (4.37) receiving the highest scores. This emphasizes the critical importance of instructor quality in shaping satisfaction with martial arts training. Environmental factors also feature prominently, with venue spaciousness and lighting (4.33) and safety guarantees (4.23) ranking among the top priorities. This aligns with Li, X., & Zhang, P. (2022) research highlighting the growing consumer emphasis on training environment quality and safety considerations in selecting physical education programs. The relatively lower ratings for customized courses (3.74)



suggest that standardized curriculum offerings remain acceptable to most participants, though the still-positive rating indicates a growing interest in personalized training approaches. The moderate rating for convenient parking (3.91) reflects practical considerations related to urban lifestyle integration, as noted by Chen, M., & Wang, Y. (2021). in their study of urban recreational facility usage patterns.

Conclusion

The analysis of martial arts training demographics in Chongqing reveals several significant patterns and implications for understanding the contemporary state of martial arts practice in urban China.

First, martial arts training demonstrates remarkable demographic inclusivity, appealing across age groups, genders, occupations, educational backgrounds, and income levels. This broad appeal contradicts assumptions about martial arts as a niche activity limited to specific demographic segments and instead positions it as a culturally embedded practice with diverse entry points.

Second, the cognitive perceptions and participation motivations indicate a predominant orientation toward martial arts as a multidimensional practice valued for its cultural significance, physical benefits, and character development potential. This represents a shift from historical combat-oriented frameworks toward a more holistic appreciation of martial arts' diverse benefits.

Third, the analysis of training needs emphasizes the critical importance of instructor quality and environmental conditions in shaping consumer satisfaction with martial arts training. This suggests that successful martial arts training facilities must invest in high-quality instruction and appropriate physical environments to meet consumer expectations.

This study has successfully analyzed and identified the critical consumer behavior characteristics driving the demand for martial arts training services within Chongqing's main urban districts. Through comprehensive investigation, it was established that parental aspirations for children's physical fitness, coupled with a growing appreciation for traditional Chinese culture, significantly influence enrollment decisions. Furthermore, the evaluation of consumer behavior's impact revealed a direct correlation between tailored service offerings and the economic sustainability of martial arts training institutions. Institutions that adeptly respond to consumer preferences, such as flexible scheduling, diverse program options, and engaging teaching methodologies, demonstrate higher rates of retention and growth. These findings have several important implications for martial arts training providers and cultural policymakers. For training providers, the demographic diversity of practitioners indicates opportunities to develop specialized programs targeting specific segments while maintaining inclusive appeal. The emphasis on instructor quality suggests that investment in teacher training and professional development represents a crucial competitive advantage. For cultural policymakers, the strong recognition of martial arts' cultural significance supports continued investment in martial arts as a vehicle for cultural heritage preservation and promotion. The appeal across demographic segments indicates that martial arts can serve as an effective platform for cultural education with broad societal reach.



Ultimately, the research provides actionable insights for martial arts training institutions in Chongqing. By leveraging the identified consumer behavior characteristics, institutions can strategically enhance their service offerings, refine their marketing strategies, and bolster their overall market competitiveness. This, in turn, will contribute to the robust and sustainable growth of the martial arts industry in Chongqing, fostering a deeper appreciation for this cultural heritage and promoting the physical well-being of its residents. The study underscores the importance of a consumer-centric approach, emphasizing that a thorough understanding of consumer needs and motivations is paramount for the success and expansion of the martial arts training sector in the region.

Future research should explore longitudinal changes in martial arts participation patterns to identify emerging trends and shifting motivations. Additionally, comparative studies across different regions would help identify geographic variations in martial arts practice and consumption patterns. More focused investigations of specific demographic segments could provide deeper insights into the experiences and needs of these groups.

In summary, this analysis demonstrates that martial arts training in Chongqing has successfully evolved to maintain relevance in contemporary urban contexts while preserving its cultural essence. The inclusive demographic profile, multidimensional value perception, and clear consumer preferences provide a foundation for the continued development of martial arts as both a cultural heritage practice and a modern physical activity with broad appeal.

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