

# College student's consumptive habit on health

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Received March 25, 2008

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## Abstract

Consumption on health is a complicated system, which includes various aspects such as diet nutrition, medication and sanitation, mental health and body-building, etc. This article aims at studying the status quo of consumption on the health of college students in Henan province. It emphasizes particularly on the research on the consumption in physical aspect. Moreover, it also analyzes various factors which bring about the status quo and pushes some rational proposals. The article intends to perform actively and effectively function on the development of physical and mental health of the college students, the form of good habits in physical exercises and fulfillment the lifetime sports. [Life Science Journal. 2008; 5(2): 90 – 93] (ISSN: 1097 – 8135).

**Keywords:** consumption; health; college students; sports

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## 1 Introduction

Consumption on health means a kind of moderate, rational consumption habit and behavior<sup>[1]</sup>. Generally speaking, consumption on health mainly refers to the consumption on health-care service excluding the consumption on medicare. Medical consumption and consumption on health have obvious differences<sup>[2]</sup>. Medical consumption always focuses on illness, while consumption on health roots on human being, and regards health as center.

What is consumption on health? It is a kind of expense of time, money and energy in body-building, sports, medicare, physical examination, guidance for medical knowledge and purchases on nurture, etc, in favor of the person and his family's health<sup>[3]</sup>.

As the important part of the consumer group in the society, college students receive the higher education, with more complicated knowledge structure<sup>[4]</sup>. However, due to their lack of social life experience and the influence of various social factors, their consuming behavior might not be ideal and rationalized, so it is necessary to analyze

and study the consumption and investment of the special consumer group by applying the basic principle and method of social investigation in the objective and scientific way. In order to educate the college students and give them a guidance for consumption, their regular consuming pattern and characteristics should be explored and the mutual relationship between the social factors that influence their consuming behavior should be made clear<sup>[5]</sup>.

This study attempts to investigate the consumption on health of college students<sup>[6]</sup>. The article carried on the academic and demonstrational analysis and study on the consuming behaviors of the college students from different points of views, on dissimilar objects and in different modes, which establish a thick and stable foundation for the future research<sup>[7]</sup>.

## 2 Subjects and Methods

### 2.1 Design the questionnaire

To design the questionnaire, we investigated and analysed the whole consuming behavior to gain a more detailed data of the consumption of the college students<sup>[8]</sup>. Followed the suggestion and direction of the experts, the questionnaire was designed.

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## 2.2 Subjects

500 students were from Zhengzhou University, Henan University of Technology, Information Project University of People's Liberation Army, Henan University of Traditional Chinese Medicine, Henan Agricultural University, with 100 students of each university.

## 2.3 Questionnaire investigation

500 college students were chosen from 5 universities. 500 pieces of questionnaires were handed out and 496 pieces were handed in. The ratio of callback was 99.2%. The valid copies were 489 pieces, and the valid ratio was 98.7%.

## 3 Results and Analysis

### 3.1 Comprehension on the recognition of health of the college students

Table 1 showed the students who extremely approved the statement of "Health means no illness" were up to 23.11% and those who partly agreed with it were nearly 61.76%. The data indicated that most students had a clear comprehension about the meaning of "health". However, there were 12.47% of the students were "indifferent" to health and 1.23% having no idea about it, showing that they just had the superficial perception of health. Therefore, they should be intensified their concept of health. 1.43% of the students just took a one-side approach to the concept of the health. Those who considered that health just means no illness, did not have a comprehensive understanding of the recognition and extension of health, and they even ignored the fact that health also insists of mental sane, the favorable social development and the adaptation to the society. WHO puts forward definitely that health means not only "no illness" and "not being weak", but also a peaceful and intact state in the aspects of physiology, psychology and the adaptation to society<sup>[9]</sup>.

While from Table 2, there were only 13.29% of the students considering that they were in a good condition. And 59.51% of the students thought they just in a general condition, which exposed that they had an expectation for a better healthy state to some degree. Nevertheless, the students who considered they were in unhealthy state were up to 26.79%, which disclosed that the health state of the college students was not very optimistic. Hence, the related departments should be alarmed to this and input more power, materials and financial supports to the health construction.

### 3.2 The investigation to the consumption standard of consumption on physical exercises of college students

**Table 1.** Answers to: Do you agree with this: Does health mean no illness?

	Totally disagree	No	Doesn't matter	Yes	Totally agree	No idea
Number	0	7	61	302	113	6
Ratio	0.00	1.43	12.47	61.76	23.11	1.23

**Table 2.** Answer to: How do you think about your physical and mental state in the past month?

	Well	General	Not well	No idea
Number	65	291	131	2
Ratio	13.29	59.51	26.79	0.41

Table 3 and Table 4 showed that the number of the college students who spent ¥ 300 – 500 as their living cost per month was about 46.83%, ranking the first. In the next place, 28.02% of the college students spent ¥ 500 – 700 on their living cost. However, the expense on sports every month of the most college students was below ¥ 30 and ¥ 30 – 50, occupying the highest proportion, nearly 76.48%. The number of the students who spent over ¥ 100 on sports was just about 1.84%.

The aforementioned analysis showed that the average consumption cost on sports which most students can afford was less than ¥ 50, taking 3% – 10% of their living cost. This was under the influence of expectation of their income and expense. The expense on physical exercises of the college students was rational. It was the proper arrangement in precondition of the expectation of their income and expense.

### 3.3 The investigation of the popular sports for the college students

When asked the popular sports, most the college students took long-distance running as their sports, taking 64.62% (Table 5). The second popular item was chess and card, 49.69% of the students. The third one was basketball, chosen by 231 students, nearly 47.24% of the total students. Then followings were aerobics, badminton, volleyball, football, table tennis, rope skipping, tennis and long-distance walk. All kinds of the factors, such as no spare time owing to the intense study or limited economic condition, will probably affect the students' consumption on sports and then sequentially influence the choice of the consumption way.

### 3.4 College students' sport places

The investigated results exposed that 57% did exercises

**Table 3.** Answers to: What's your expense on living every month?

	Less than ¥ 300	¥ 300 – 500	¥ 500 – 700	¥ 700 – 1000	More than ¥ 1000
Number	18	229	137	93	12
Ratio (%)	3.68	46.83	28.02	19.02	2.45

**Table 4.** Answers to: What's your expense on sports of each month?

	Less than ¥ 30	¥ 30 – 50	¥ 50 – 70	¥ 70 – 100	More than ¥ 100
Number	126	248	74	32	9
Ratio (%)	25.77	50.72	15.13	6.54	1.84

**Table 5.** Answer to: What's your favorite sports?

	Number	Ratio (%)
Long-distance running	316	64.62
Chess or card	243	49.69
Basketball	231	47.24
Aerobics	182	37.22
Badminton	175	35.79
Volley ball	174	35.58
Football	167	34.15
Table tennis	146	29.86
Rope skipping	134	27.40
Tennis	128	26.18
Long-distance walk	107	21.88

on the free playground in the colleges. Only 17% students have once gone to the paid play fields. Besides, 21% of the college students chose the yard around dormitory as their exercises place for the convenience<sup>[10]</sup>. With the interview, we knew that though some students chose paid sports field, they would rather go to the places with the lower charge, which showed that just a small number of college students would like to spend money on physical exercises.

### 3.5 Analysis of the tendency of college students' consumption on sports

According to Table 6, 58.49% of students consumed their money on sport clothes. It was the highest proportion among all the choices. The consumption on sport press and magazines ranked second on the list of consumptive structure<sup>[11]</sup>. As a kind of the group that has received better education, the college students value their health. The payment for live sports meeting ranked the last on the list,

which was just 9.8%. This fact directly connected with the limited income of the college students<sup>[12]</sup>. Moreover, nowadays, for the rapid development of the technology of the information transmission, college students get the information about the report, live broadcast and relay of some important matches through radio, TV program and internet as quickly as possible.

**Table 6.** Answer to: What cost you much in the following list?

	Number	Ratio (%)
Purchase of sport dress	286	58.49
Buy the sports press and magazine	236	48.40
Attending to the charging exercises	136	27.81
Purchase of sport instrument	84	17.18
Purchase of sport nutrition	76	15.54
Buy the ticket of sports meeting	31	6.34
Buy the sports lottery	27	5.52

## 4 Conclusion

Generally, college students have a clear concept of the meaning of health; however, a few students still have a superficial understanding of it. They regard their health state as “general” indicating that they still have an expectation for a better health state<sup>[13]</sup>.

The college students have a relatively good attitude towards sports. Nevertheless, the standard of sports consumption is still low. The main consumption focuses on the sports clothes, hat and shoes, then the sports press and magazines, record and disk, etc. The material consumption is obviously higher than others<sup>[14]</sup>.

## 5 Proposals

The related departments and school should pay more attention to cultivating the correct conception of consumption on health to college students, with the “health goes first” or “buy health” as the basic idea to lead the students to consume on health, and supervise the students to change their way of consumption on health from the traditional material way to the advanced physical or informative way<sup>[15]</sup>.

Though college students in Henan province have a stronger consciousness of body-building and consumption on health, the general consumption level is still low. Therefore, the society and school should enhance the input to develop some charging sport fields or some proper sport items which are suitable for college students to meet

their needs for consumption on sports<sup>[16]</sup>.

The management departments in all levels should make use of the media to strengthen the propagate of the notion "National Fitness"<sup>[17]</sup>, informing the people of economic and social benefits of the consumption on sports, intensify the healthy consumptive consciousness of the college students, and lead them to carry out healthy and proper consumption.

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