Research on Marketing Mix Strategies of Physical Training in Hainan Province

Si-Yu DONG
School of Music and Dance, Hainan University, Haikou, Hainan, China
563485871@qq.com

Keywords: Physical training; Marketing; Development countermeasures.

Abstract. Physical training, as a new type of artistic exercise project, can meet consumers' spiritual needs for physical beauty and good temperament. The market-oriented operation of physical training will certainly promote the popularization and development of physical training industry and bring new opportunities and development to physical training institutions in Hainan province. Based on the consumer's point of marketing theory of 4Ps and 4Cs, take the research methods of questionnaire investigation, physical training market in Hainan province as consumers, parents, and the form of training practitioners as investigation object, and the physical training market of Hainan province of the status of the investigation and analysis, in order to find the development factors restricting the physical training market of Hainan province, build training institutions to Hainan province form training market effective and feasible countermeasures.

Introduction

In the context of constructing the Hainan island-wide pilot free trade zone with high standards and high quality, the development of the cultural industry in Hainan is closely integrated into the construction of the free trade zone, promoting the integrated development of the cultural industry and the art industry, and promoting the high-quality and rapid development of the cultural industry to achieve new achievements. In 2018, the Hainan provincial people's government issued a notice on the special fund for the development of Hainan's cultural industry, which made people from all walks of life pay more attention to, care for and support culture and art education, and various cultural and art training institutions also welcomed new opportunities and challenges. With the rapid development of social economy and culture, the spiritual needs of the people are increasingly high, the people's demand for art and culture is increasingly prominent, and they have higher requirements for their own body and manners. As an art course that can make children and adults beautiful in body and temperament, physical training can better meet the needs of children and parents in pursuit of beauty. Therefore, the physical training industry emerged as the Times required. Looking at the physical training market in Hainan province, there are still many unsatisfactory aspects: the content of physical training courses is not fixed standard, the price of physical training is not reasonable, etc. One of the biggest problems centers on the marketing dimension. Therefore, this research is based on practice research design marketing mix strategy, physical training market in Hainan province as the participation of the subject taught (managers, teachers, students, parents) as research object, the present situation of the training market in Hainan province form an in-depth investigation and analysis, understand the main factors which restrict the development of the physical training market of Hainan province, draw lessons from the market marketing 4P and 4C theory, design the marketing mix strategy, build training market promote the Hainan province form effective and feasible development countermeasures.

Analysis on the Current Situation of Physical Training Marketing in Hainan Province

According to the statistics bureau of Hainan province, there were 76 cultural service enterprises in Hainan province in 2013, with 12,808 employees. In 2015, there were 83 cultural service enterprises in Hainan province, an increase of 7 compared with 2013, with a small increase. In 2015,
the number of employees in the province was 15,699. In 2016, the number of cultural service enterprises in Hainan increased to 93, 10 more than last year, and the number of employees in the province increased to 17,596. By 2017, there were 115 cultural service enterprises in Hainan province, 22 more than that of last year, with a relatively large increase, and a total of 18,012 employees. Operating profit growth was 56.5% from 2013 to 2015 and 22.7% from 2016 to 2017. It reflects the fact that the operating profit margin of cultural service enterprises in Hainan province is decreasing year by year despite the rapid growth rate. In order to further understand the basic situation of the physical training market in Hainan province and clarify consumers' demand for and satisfaction with physical training, this paper designed the questionnaire "market survey of physical training in Hainan province," with 67 respondents and a total of 67 respondents. The data are as follows.

**Basic Information of Respondents**

A total of 67 consumers participated in the survey, including parents accounting for 28.36%, students accounting for 38.81%, art practitioners accounting for 10.45%, and other potential consumers accounting for 22.39%. Among them, 2.99% of them began to participate in body-building training when they were 0-3 years old, 20.9% when they were 4-6 years old, 23.88% when they were 7-10 years old, 16.42% when they were 20 years old, and 35.82% did not participate in body-building training. See Fig. 1 and Fig. 2 for details.

![Figure 1. The Identity of the Participant.](image-url)

---

Bailey Houghtaling, Elena L. Serrano, Vivica I. Kraak, Samantha M. Harden, George C. Davis and Sarah A. Misyak. A systematic review of factors that influence food store owner and manager decision making and ability or willingness to use choice architecture and marketing mix strategies to encourage healthy consumer purchases in the United States. 2005–2017, 2019, 16 (1).
Main Factors Influencing Consumers' Choice of Physical Training Institutions

According to the survey report, it can be seen that the main factors affecting consumers' choice of physical training institutions rank first with the faculty, accounting for 86.57%. Second place is service, word of mouth and reputation, accounting for 70.15% percent. In third place was geographical location (40.3%), followed by cultural atmosphere (38.81%). Charges, accounting for 35.82%. See Fig. 3 for details.

The Main Purpose of Consumers' Physical Training

It can be seen from Fig. 4 that improving artistic temperament is one of the main purposes of influencing consumers to participate in physical training. Among them, 89.55% of consumers participate in physical training to improve their artistic temperament. 47.76% of consumers participate in physique training to cultivate their interests and expertise. 41.79% of consumers participate in physical training because they like it. Only 2.99% of consumers participate in physical training for grading tests.
Figure 4. The Purpose of Participants Participating in Physical Training.

**The Economic Cost Consumers Are Willing to Pay for Physical Training**

As can be seen from Fig. 5, the charging standard for physical training by consumers’ accounts for the largest proportion in the range of 2000-3000 yuan, and the smallest proportion in the range of 6000-8000 yuan, accounting for only 4.48% of the total. This shows that the consumption level of most consumers is at the lower level.

Figure 5. Respondents are Willing to Pay the Economic Cost of Physical Training.

**Main Factors Influencing Consumers’ Choice of Physical Training Institutions**

According to the survey report, it can be seen that the main factors affecting consumers’ choice of physical training institutions rank first with the faculty, accounting for 86.57%. Second place is service, word of mouth and reputation, accounting for 70.15 percent. In third place was geographical location (40.3%), followed by cultural atmosphere (38.81%). Charges, accounting for 35.82%. See Fig. 3 for details.
Main Channel for Consumers to Understand the Physical Training Information

This survey found that consumers understand the physical training information channels are relatively single. The vast majority of consumers understand the physical training information from the recommendation of friends and relatives, only a small number of consumers received the physical training information from the media, network publicity and leaflet publicity. See Fig. 7 for details.

Figure 6. The Main Factors that Affect the Participation of Interviewees in Physical Training.

Figure 7. Interviewees Understand the Main Channel of Body Training Information.
Analysis of Marketing Mix Strategy of Physical Training in Hainan Province

Formulate marketing mix strategies according to Product, Price and promotion in 4P theory of marketing strategy and Communication in 4C theory.²

Product

Teachers are the core of training products, the driving force for the long-term development of training institutions, and the core competitiveness of the training market. Therefore, the form training teacher training system, training institutions should establish form teacher on-the-job training, enhanced form in addition to theoretical knowledge and professional skills training, teachers should also develop form of marketing knowledge, ensure that the form of training teachers' various aspects ability to improve overall and rapid renewal of specialized knowledge, to ensure that improve service quality of physical training. At the same time, a reasonable salary system and reward and punishment mechanism should be established to make physical teachers more specialized in professional teaching, attract more teachers and retain talents.

Price

Physical training is a kind of cultural consumer goods, so it cannot be priced according to the relationship between supply and demand. Therefore, physical training institutions should conduct a detailed market survey to fully understand consumers' psychology on art consumption and the economic cost and time cost that consumers are willing to pay for it, and then make reasonable pricing according to the actual situation of the institutions.

Promotion

Physical training promotion mainly includes two aspects: online promotion and offline promotion. Online promotion is mainly network promotion, focusing on the transmission and dissemination of information, using the Internet to deliver effective information activities to the target audience.² Mainly include: (1) to establish their own promotional website, and through the relevant website for their own website publicity, in order to achieve the promotion effect; (2) promote Weibo and WeChat public account, establish their own Weibo and WeChat public account, release the introduction, training results and extracurricular activities related to physical training, attract traffic and gradually accumulate customers. Offline promotion can directly contact with consumers, make more accurate positioning, and improve consumers' understanding of physical training. Mainly include: (1) promotional leaflets, printed physical training study leaflets, widely distributed, to achieve the promotion effect; (2) advertising and promotion, and advertising related to physical training in public places such as subway, bus station, etc.; (3) activity promotion, by holding a targeted activity to attract consumers' attention, to achieve the purpose of publicity and promotion.

Communication (Information Communication of Art Consumers)

Physical training institutions should understand the main channels and methods for consumers to obtain information, and establish a long-term interactive information exchange platform, such as WeChat group, QQ group, WeChat public number, etc., so as to spread the relevant information of physical training in a timely manner. It includes providing activities related to physical training to consumers, so that consumers can know more about new physical training forms, so that consumers can accept a variety of learning forms in their hearts, and recognize the context of physical training development, so as to facilitate consumers to timely understand the development of physical training market.

Summary

From the perspective of marketing, this paper adopts the questionnaire survey method to conduct an in-depth investigation and analysis on the status quo of the physical training market in Hainan province, and draws the following conclusions: (1) the physical training market in Hainan province has a large development space and great market potential. (2) Physical training institutions in Hainan province have unclear market positioning and unreasonable pricing. (3) Lack of intensive and brand management of physical training institutions in Hainan province. Single marketing mode is the main reason for low market awareness. (4) Physical training institutions in Hainan province should conduct a detailed market survey, develop scientific training courses based on product costs, pricing targets, consumer psychology and other factors, conduct reasonable pricing, and provide art services with core competitiveness. At the same time, the secondary upgrade of training should be done to extend the artistic service cycle of training institutions, so as to eventually form a branded training institution. (5) Physical training institutions in Hainan province can build their own network platform through the Internet, give full play to the advantages of network marketing, promote the dissemination of information, improve the efficiency of publicity, and achieve marketing purposes.

References
