

The Influence of the Green Consumption Concept on the Demand for Mass Sports

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Abstract

Sports play an integral part in promoting physical fitness and fostering the advancement of social civilization. Promoting the healthy development of sports involves guiding sports activities to return to green spaces and integrate with nature. This direction and choice are significant. Green sports aims to integrate sports, humanity, and ecology effectively, promoting a coordinated and symbiotic development of the sports industry. To investigate the influence of the green consumption concept on the demand for mass sports. In regions A, B, C, D, and others, we distributed a total of 650 questionnaires between March and May 2020. A total of 627 questionnaires were recovered, resulting in a recovery rate of 96.46%. A total of 595 questionnaires were considered valid, resulting in an effective rate of 94.90%. The study employed questionnaire surveys, mathematical statistics, and logical analysis to analyse the influencing factors, consumption level, and demand structure of mass sports consumption comprehensively and deeply in a province. Based on the results, the study deduced the development trend of mass sports in the province. The standard site density is 4.46 sites per 10,000 individuals, with a building area per person of 0.32m² and a site area per person of 0.81m². The sports ground has a total area of 85.78 million metres², with a building area of 68.55 million metres². The theme and crucial guarantee for the sustainable development of sports, as well as the focus of mass sports development in a Province in the new era, are correct guidance, reasonable planning, participation of the entire population, and the establishment of a mass sports civilization. In the development of green sports, it is crucial to focus on guiding participants towards the formation of appropriate values. In particular, Athletes and event organisers should prioritise the inherent value of sports and refrain from sacrificing it for the sake of maximising economic gains. It is crucial to prioritise guiding the public towards adopting a proper approach to sports. Exploring the convergence of sports technology and cultural development can help identify a rational path for the intelligent advancement of sustainable sports.

Keywords: Green Consumption; Mass Sports; Sports Demand.

Introduction

The term "Green diet" refers to a dietary approach that meets individual nutritional requirements while also promoting human health and environmental conservation. The term "Green diet" encompasses a wide range of meanings, which include both the consumption of green food and the adoption of environmentally friendly eating habits. Incorporating green food and organic products into one's diet is a significant aspect of adopting a sustainable and environmentally conscious eating pattern. Developing good eating habits is a crucial component of adopting a green diet. This entails avoiding excessive consumption of processed foods, minimising food waste, opting for low-carbon cooking methods, and refraining from purchasing or consuming endangered animal and plant species. Green eating is a cultural approach that encourages consumers to align their behaviour with nature, engage in research, and actively

participate in promoting healthy living, well-being, and dietary choices. [Jalali and Khalid \(2021\)](#) discusses the potential for significant changes in production methods through alterations in dietary practices, accompanied by adjustments in business strategies and support for the growth of ecological enterprises.

The content comprises three key points: One strategy is to promote the selection of environmentally friendly products that do not have negative impacts on public health when used. Secondly, it is crucial to consider the proper disposal of waste during usage to prevent environmental pollution; The third is to encourage consumers to adopt healthier eating habits, prioritise environmental conservation, pursue well-being, conserve resources and energy, and establish a sustainable dietary pattern ([Chi, 2021](#)). In the present stage of green sports development, it is crucial to foster a collective agreement within society regarding green development and the preservation of the ecological environment. This includes

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guiding the public to recognise and appreciate the beneficial aspects of green sports development. By promoting a proper understanding of sports consumption, we can encourage the public to engage in sports consumption in a way that is environmentally sustainable, thus ensuring the harmonious coexistence of nature, sports, and society.

Simultaneously, the development of green sports involves enhancing economic growth and the value of sports science and technology. This entails upgrading the sports industry by leveraging modern science and technology and the knowledge economy. Encouraging active participation from various stakeholders in sports science and technology research and development, as well as investment, is crucial. By optimising available resources, the development of the sports industry can be promoted. In the pursuit of green sports development, it is crucial to focus on guiding participants towards the establishment of appropriate values. Athletes and event organisers should prioritise the inherent value of sports and refrain from sacrificing it for the sake of economic gains. It is essential to guide the public in developing a proper approach to sports by integrating sports technology and cultural development. This will help identify a rational path for the intelligent advancement of environmentally friendly sports.

Literature Review

Physical activity derives from daily routines and societal practices. Regardless of its evolution, the primary objective of pursuing optimal physical well-being remains unchanged. Green sports aim to achieve the harmonious integration of people and nature through the comprehensive and coordinated development of sports and individuals. Its fundamental goal is for people to reconnect with the natural environment. Analysing and examining green sports from the perspective of human nature offers a novel impetus for the holistic development of individuals. Green sports have established significant ecological environment requirements, making "green ecology" a crucial aspect of sports development. Green sports encompass more than just ecological sustainability; they also promote the integration of sports and natural ecology, fostering a harmonious relationship between sports activities and the environment. Hence, the pursuit of achieving a harmonious relationship between sports, nature, and people has become crucial in the context of environmentally friendly sports. Since the 1980s, there has been global recognition of green food, which has emerged as a dietary choice for individuals engaged in environmental conservation.

The consumption of green food has gained maturity as a concept, particularly among those committed to environmental protection. Based on pertinent statistics, a significant majority of Germans (82%) and Dutch individuals (62%) prioritise environmental protection when engaging in shopping activities. Additionally, a notable proportion of British citizens (66%) express a desire to allocate more funds towards sustainable products. Moreover, over 80% of European consumers perceive the United States as prioritising environmentally friendly goods and are willing to pay a premium for such products. In a previous survey conducted by China's Ministry of Health, 72 respondents agreed that "Enhancing environmental protection and producing green products is helpful for treating the environment," and 54 were willing to use green products (Wang et al., 2021). A significant majority of consumers, ranging from 79% to 84%, voluntarily prefer to purchase green food products, according to market research conducted by the China Consumer Association. Vegetarianism can be viewed as a cultural philosophy reform that prioritises individual nutrition over societal satisfaction. The ongoing progress in energy and lifestyle, increasing environmental consciousness, and adoption of novel dietary practices contribute to societal advancements. The concept will gradually gain public acceptance (Lu, 2021).

Green consumption behaviour policies can be classified into four main categories: information policies, economic policies, technical policies, and administrative regulation policies. Information policy involves the distribution and reception of behaviour-specific information with the goal of influencing and altering the behaviour patterns and choices of the target audience. Typically, it exhibits the qualities of affordability and efficacy. For example, foreign scholars have highlighted the effectiveness of an information strategy in promoting energy-saving behaviour, revealing a significant reduction of 7.4% in the average power consumption of the subjects (Barbalinardo et al., 2021). The information intervention discussed in this article pertains to the dissemination of guidance information through various mediums, such as paper stickers, leaflets, posters, electronic displays, and online platforms.

This information primarily consists of text-based messages aimed at reminding customers to conserve energy or use environmentally friendly products. It reflects the concerns of businesses regarding environmental protection and seeks the support and cooperation of customers in their consumption choices. The police have placed the Teer card guide with the message "Let's participate and conserve water and electricity" in the military hall room. In the hotel

industry, data indicates that hotels in China have significantly higher per capita power consumption compared to urban residents, ranging from 10 to 15 times higher. Similarly, the water consumption of hotels is also considerably higher, ranging from 3 to 5 times higher. The issue of primary supply waste is highly significant. Chinese consumers waste over 200-billion-yuan worth of food annually, leading to substantial resource losses and environmental pollution. Implementing a cost-effective and efficient information intervention strategy can effectively mitigate the waste issue. Several scholars have highlighted that reducing resource consumption in the downstream consumption link of the economic process can result in a significant reduction in resource consumption in the upstream production link, potentially by a factor of ten or even a hundred. Promoting green consumption among consumers through information intervention is not only necessary but also holds substantial practical value (Li et al., 2021).

A sound physical condition is crucial for individuals, as it serves as the foundation for personal growth and productivity. Without good health, any endeavour becomes futile. Achieving and maintaining good health involves acting, addressing psychological factors, and cultivating awareness to enhance one's overall well-being. In general, a positive health demand can enhance individuals' motivation for physical exercise and its effectiveness. The evolving social economy has significantly influenced people's health demands. As a result, addressing the public's health demands effectively has become a crucial issue (Alagarsamy, Mehroliya, & Mathew, 2021).

The term "health" does not imply the absence of disease; rather, it encompasses the optimal functioning of individuals' psychological, physical, and social adaptability. Various factors, including the economic and living environments, inevitably influence individuals in society, impacting their physical and mental health. These influences also serve as motivation for individuals to pay attention to their well-being in the future. Individuals

should prioritise meeting their diverse health needs when striving for overall well-being (Mursid et al., 2021).

People who possess both physical and mental well-being are more likely to thrive in various aspects of life, including work and personal relationships. However, external factors such as job demands, and economic pressures can impact a person's overall physical and psychological state. As a result, people are increasingly recognising the importance of maintaining good health to cope with these pressures. This growing awareness has motivated people to actively engage in physical exercise (Zhang & Zhang, 2021).

As people age and are influenced by their environment, their physical and psychological attributes undergo changes. These developmental patterns vary across different stages of life, resulting in distinct health requirements that reflect this dynamic nature. Furthermore, these differences are particularly pronounced across various periods. When people initially engage with society, their psychology undergoes significant changes because of shifts in their living environment and occupational responsibilities. It is crucial, during this period, to promptly adapt to the new living environment and enhance one's mental well-being to effectively meet the demands of work and life. As people age and gain social and professional experience, they encounter new pressures that contribute to their evolving understanding of stress. This process often leads to the emergence of additional pressures. Consequently, individuals tend to prioritise their physical well-being as they navigate these challenges. Thus, the pursuit of personal health remains a dynamic and ongoing process. This research aims to explore the characteristics of mass sports demand in a specific province, as well as its relationship with the economy, culture, consumer psychology, and government behaviour. Additionally, it seeks to understand how people and their families perceive mass sports demand. The findings of this study can inform the implementation of the national fitness strategy and promote the sustainable development of mass sports in the province. Figure 1 illustrates the demand for mass sports.

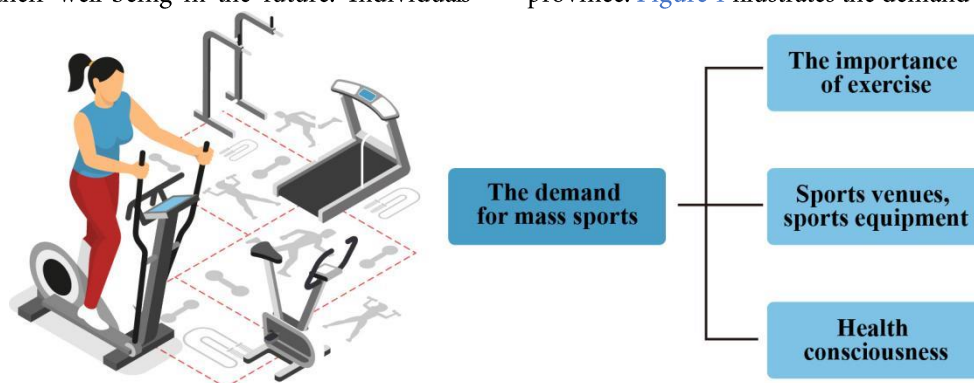


Figure 1. Demand for Mass Sports.

Research Objects and Methods

Literature Method

To comprehend the concept of green consumption, it is essential to grasp the concept of green consumption itself. This study presents research on the effects of widespread sports consumption. The author conducted a questionnaire survey and consulted extensive data and charts on the economy, population, and sports in a province. This process provided a strong theoretical foundation for the study.

Questionnaire Survey Method

From March 2020 to May 2020, we distributed a total of 650 questionnaires in regions A, B, C, D, and others. A total of 627 questionnaires were successfully recovered, resulting in a recovery rate of 96.46%. Out of the recovered questionnaires, 595 were considered valid,

resulting in an effective rate of 94.90%. Out of the total population, 405 individuals are male, representing 68%. Additionally, there are 190 females, accounting for 32% of the total (Law et al., 2021).

Mathematical Statistics

Microsoft Excel and the social science software package SPSS 13.0 are commonly employed for organising, calculating, analysing, and tallying extensive survey data.

Research Results and Analysis

SPSS software was used to conduct the R-factor analysis of the original data, as indicated by the survey results. This analysis yielded the characteristic value, contribution rate, and cumulative contribution rate. Based on a cumulative contribution rate exceeding 70%, we subsequently selected five main factors (Table 1).

Table 1

Table of Characteristic Values Affecting the Mass Sports Demand of Residents in a Province.

	Factor	Characteristic Value	Contribution Rate	Cumulative Contribution Rate
X1	Total Personal Income	4.277	18.596	18.596
X2	Individual Disposable Income	1.964	8.540	27.136
X3	Inflation	1.696	7.373	34.509
X4	Interest Rate Adjustment	1.544	6.714	41.222
X5	Price of Mass Sports Consumption	1.222	5.313	46.535
X6	Awareness of Mass Sports Consumption	1.167	5.073	51.608
X7	Motivation of Mass Sports Consumption	1.079	4.689	56.297
X8	Educational Level	0.986	4.288	60.585

The first category of factors (Figure 2) includes the social security and insurance system, the medical care system, the organisation and management of mass sports, the policies and regulations supporting and promoting mass sports, and the government's propaganda and guidance of mass sports. These five indicators demonstrate significant load

values, indicating the influence of the social security system's establishment and improvement, as well as government support for mass sports development, on residents' demand for mass sports in a province. These indicators can be categorised as "security factors." (Naidoo & Doran, 2021).

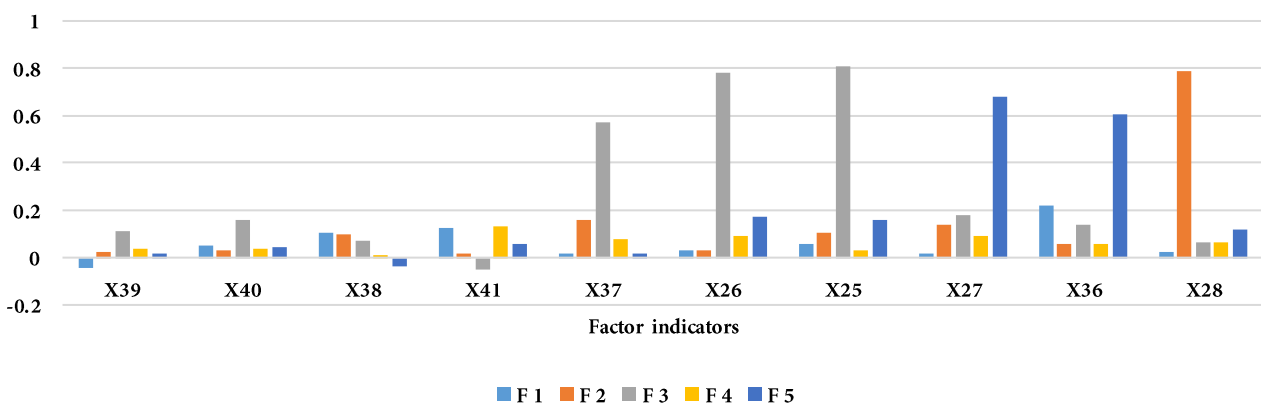


Figure 2. Factor Rotation Matrix (Orthogonal Factor).

The second category of factors includes consumption awareness, motivation, and behaviour in mass sports, as well as residents' education level, outlook on life, values, and the social and family environments' understanding of sports. The five indicators demonstrate a significant load, indicating the influence of social and psychological factors on the demand for mass sports among residents in a specific province. These factors are commonly known as "social psychological factors" (Kozui et al., 2021).

The third category of factors consists of three indicators: load value of mass sports venues, mass sports goods, and mass sports equipment. These indicators reflect the influence of supply factors on the demand for mass sports among residents in a province.

The fourth category of factors includes six factors with higher load values: national monetary stability and interest rate adjustment, inflation and deflation, the overall social price consumption index and mass sports consumption price, the occupation and nature of individual work, total household income, and individual disposable income. This study examines the influence of national macroeconomic policies and residents' purchasing power on the demand for mass sports in a province. These factors are commonly known as "economic factors." (Wu, Zhang, & Ouyang, 2021).

The fifth category of factors, which includes the development of competitive sports and professional sports, the reach of television, the internet, newspapers and periodicals, cultural and artistic activities, tourism, catering, leisure and entertainment, and the growth of competitive industries, exhibits higher load values. This study examines the influence of both the external environment and the internal environment of competitors within the same industry on the demand for mass sports among residents in a specific province. These factors can collectively be referred to as "environmental factors" (Wang et al., 2022).

When individuals have a stable lifestyle, consistent income, and confidence in their future income growth, they tend to prioritise the improvement of their physical and mental well-being. This often leads to an increased demand for effective sports activities as people seek to maintain their health in a comfortable environment. The Standing Committee of the National People's Congress passed the Sports Law of the People's Republic of China on August 29, 1995. This law aims to protect the residents' demand for mass sports and safeguard their sports rights, specifically from the perspective of organisation and management factors (Lian et al., 2021). As shown in Table 2:

Table 2

Classification and Naming of Factors Affecting Residents' Demand for Mass Sports.

Classification	Factor Naming	Load Capacity	Target
1	Support factor	18.596	X39 X40 X38 X41 X37
2	Psychosocial factor	8.540	X 26 X25 X27 X36 X28
3	Supply factor	7.373	X30 X31 X29
4	Economic factors	6.714	X22 X23 X20 X21 X24 X42
5	Environmental factors	5.313	X34 X33 X35 X32

Socio-Psychological Factors

The survey reveals that social psychological factors, in addition to security factors, have a significant impact on the demand for mass sports, ranking second in terms of load value. The essence of mass sports consumption lies in the provision of sports labour or services. However, it is challenging to assess the quality of labour or service, and it is even more challenging to anticipate post-consumption satisfaction. Therefore, the development of public policies and government initiatives can effectively encourage residents to engage in mass sports activities. Creating adequate sports consumption opportunities allows residents to experience the enjoyment and significance of sports consumption. Additionally, it is crucial to foster a comprehensive understanding and perception of sports consumption among individuals (Wang et al., 2021).

Psychological conformity behaviour, as well as the humanistic and sports environment in the community, significantly influence sports demand (as shown in Table 3).

Table 3

Investigation and Statistics on the Degree of Sports Demand Affected by the Social and Cultural Environment of Residents.

Importance	Big	More	Same As	Less	Small
Number of people	61	229	201	84	20
%	10.25	38.49	33.78	14.12	3.36

Parents play a crucial role as the primary educators of their children within the family unit. The majority of educational approaches employed for children derive from traditional methods imparted during their own upbringing, alongside personal experiences. Physical

education is an effective method for cultivating resilience, perseverance, teamwork, and cooperation in children, thereby facilitating their overall well-being and development. Parents' comprehension of sports significantly influences the development of their children's sports-related beliefs and ideas (as shown in Table 4).

Table 4

Investigation and Statistics of Family, Parents and Friends' Understanding and Practice of Sports Affecting Their Sports Demand.

Importance	Big	More	Same As	Less	Small
Number of People	48	158	228	115	46
%	8.07	26.55	38.22	19.33	7.73

Table 5

Number, Scale and Investment of Sports Venues in a Province.

Project	Standard Site	Non-Standard Site	Amount To	Per Capita
Number of sites (pcs)	14761	21108	35869	4.46 / 10,000
Floor area (10000 m ²)	4473	4105	8578	1.05m ²
Building area (10000 m ²)	337.9	347.5	685.5	0.32m ²
Site area (10000 m ²)	3518.3	1885.7	5404.0	0.81m ²
Financial allocation (100 million yuan)	141.42	16.52	157.94	26.32 yuan

Economic Factors

Macroeconomic factors (such as interest rate adjustments, national monetary policy, inflation and deflation, total supply, and total demand, maintaining price stability, investment and consumption, the overall social consumption price index, GDP and GNP, etc.) can have an impact on residents' mass sports consumption. microeconomic evaluation (how a single producer or producer engages in production with limited resources to maximize profits, and how a single consumer or family engages in consumption with limited income to maximize satisfaction) (Chi, 2021).

Environmental Factors

The world around us constantly shapes our thoughts and actions. Regular professional and competitive sporting events can naturally lead locals to feel as though sports are all around them. This is especially true of major sporting events like the Olympic Games, World Cup, Asian Games, University Games, and others that pique public interest in sports.

Countermeasures

Building a Scientific Development View of Mass Sports in a Harmonious Society

The scientific concept of development emphasises comprehensive and coordinated development, including both economic growth and human development, in contrast to a narrow focus solely on economic growth. The essential

Supply Factors

As of the conclusion of 2022, the province boasts a total of 48 distinct types of sports venues, encompassing a grand total of 35,871 facilities. Within this figure, there are 14,761 venues that meet standard specifications, while the remaining 21,108 venues do not adhere to standard guidelines. In the province, there are 7.88 sports venues available for every 10,000 individuals. The standard site density is 4.46 per 10,000 individuals, with a building area per person of 0.32 m² and a site area per person of 0.81 m². The sports facilities in the province span an area of 85.78 million m², with a total building area of 68.55 million m² (as shown in Table 5).

requirement for implementing the scientific theory of development is the recognition that development is both dependent on and intended for individuals. The practical implementation of the scientific concept of development is crucial for achieving comprehensive, coordinated, and sustainable progress in both human and environmental domains; To achieve comprehensive, coordinated, and sustainable societal development, it is essential to prioritise a people-oriented approach and foster the holistic growth of various relationships and modes of existence. This includes addressing human needs, enhancing human qualities, and nurturing human capabilities. The theme and crucial guarantee for the sustainable development of sports, as well as the focus of mass sports development in a province during the new era, are correct guidance, reasonable planning, participation of the entire population, and the establishment of a mass sports civilization (Rubel, Kee, & Rimi, 2021).

Establish and Improve the Laws and Regulations of Mass Sports and Its Operation Mechanism

The development of mass sports in a province can be facilitated by using the Sports Law as a foundation and the Outline of the National Fitness Programme as a guide. By considering the actual demand for mass sports and making scientific predictions for future development, it is possible to expedite the establishment of a comprehensive mass sports law system. This system should be centred around the fitness security law and include various components such as laws and

regulations for mass sports organisations and activities, urban and rural sports, social sports instructors, and national physique monitoring. This will create a guidance and guarantee system to promote the advancement of mass sports in the province (Allahverdiev, 2021).

Strengthen Investigation and Attach Importance to Scientific Research

In recent years, there has been an increasing focus among provincial experts and scholars on the scientific research of mass sports within a province. Simultaneously with scientific research in various fields, numerous scientific achievements have been extensively utilised in mass sports. Advanced sports facilities, scientific information, and technical data have significantly contributed to the promotion and protection of public health in the realm of mass sports. This study aims to examine the physical condition of individuals and conduct research on the development of exercise prescriptions tailored to specific populations. The provincial government conducted a comprehensive survey on physical fitness and functional health throughout the province. The survey data provides insights into the physical health of various groups and the impact of mass sports activities. This information has been instrumental in guiding the government's decision-making process for formulating guidelines and policies related to the development of mass sports.

Vigorously Publicize and Expand Influence

A province should capitalise on the opportunities presented by major sporting events such as the 12th National Games, the "Women's Football World Cup," and the "World Women's Volleyball Grand Prix." It should employ diverse media and channels to organise numerous mass sports activities and actively publicize and promote mass sports within the province. This will encourage greater participation in mass sports, fostering a progression from participation to understanding, and from understanding to a genuine passion for sports. Ultimately, this will cultivate the concept of lifelong sports among the population (Jalali & Khalid, 2021).

Conclusion

In the present era, there is a growing emphasis on promoting the overall well-being of individuals. To advance the development of

environmentally friendly sports, various entities, such as the media, sports enterprises, governments, and associations, can collaborate to establish a robust mechanism for effectively promoting green sports. We should utilise modern media to guide and disseminate information effectively. This will help society develop a proper understanding and awareness of sports promotion by establishing a green, ecological, and humanistic sports culture communication guideline. Green sports is a concept that integrates ecological and human elements in a harmonious manner. In the current commercial economic landscape, the impact of modern media activities is growing significantly. Modern media systems can facilitate the creation of a conducive environment for widespread and active participation in environmentally friendly sports within society. To promote mass sports participation in a province and enhance the quality of sports consumption, it is crucial to open public sports venues and facilities in primary and secondary schools.

However, securing funds and improving social sports facilities are essential material requirements for the sustainable development of mass sports. In addition to government funding, it is recommended that social funds be utilised for the construction of public sports venues and facilities. It is important to focus on harnessing the untapped potential of current sports facilities and enhancing the effectiveness of both school and public sports facilities. In the development of green sports, it is important to focus on guiding participants towards adopting appropriate values. Athletes and event organisers should prioritise the inherent value of sports and refrain from sacrificing it for the sake of economic gains. It is crucial to guide the public in adopting the appropriate approach to sports. Examining the convergence of sports technology and cultural development can achieve this, thereby identifying a rational path for the intelligent advancement of sustainable sports.

The provincial government conducted a comprehensive survey on physical fitness and functional health throughout the province. The collected data not only provide insights into the physical health of various groups but also demonstrate the impact of mass sports activities. This information has played a crucial role in informing government departments responsible for developing guidelines and policies for the promotion of mass sports.

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