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Research on the Influence of Sports Culture on Community Harmonious Relationship in Urban Community Fitness Activities

Abstract

Fitness promotion has been recognized as a part of Chinese national strategic plan. Community sports fitness activities play an important role in the urban community sports of the country. However, homogeneity of participants, monotonous ways of participation, poor exercise effects, and lack of organization and guidance still hinder the publicization of urban community sports. At the same time, the effect of sports activities in urban communities to promote the harmonious construction and effective governance of urban communities has not been fully explored. Therefore, warranted is a study on the influence of sports culture on community harmonious relationship in urban community fitness activities. Prior to the study, IRB approval was obtained from the Hubei University of Economy. A total of 654 individuals were recruited from 43 urban communities of five cities in China. A 7-scale Likert questionnaire were developed to measure the variables under study, including group willingness, group norm, group identity, relationship quality, and sports culture perception. Reliability and validity of the measurement constructs were acceptable. Partial Least Square -Structural Equation Models were used to analyze the data, and path coefficients of the variables were calculated to test the hypotheses. Results revealed three patterns. First, sports culture had a positive effect on promoting community fitness activities. Second, sports culture can be further understood in four subcategories: material sports culture, behavior sports culture, institution sports culture and spirit sports culture. Third, compared with group norms, group identity has a more important impact on the relationship quality and collective will of urban community members.

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Keywords: sports culture, harmonious relationship, fitness activities, urban community construction