

Research Article

Research on the Satisfaction Degree of Sports Food from College Students Majoring in Physical Education

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Abstract: In this study, we study the safety and nutrition of sports food and test the satisfaction degree of sports specialty students. In empirical analysis, 116 college students were investigated by questionnaire; the result shows that the main factors that influence the movement of food are the kinds, function, nutrition, taste, effect and price, the types of sports food in China are complex, the function is complex and the composition is diverse. Also, the college physical students have lower satisfaction with the taste and price of sports food. On this basis, we put forward relevant policy suggestions.

Keywords: College students, food safety, professional sports, satisfaction, sports food

INTRODUCTION

Sports food is the foundation of the development of competitive sports (Banciu, 2013). Sports food and sports nutrition food equivalent is a kind of food related to sports function. It is not a fixed concept, define the generalized: to meet the needs of athletes (Debra and Tara, 2008), in people taking exercise or manual laborer physiology, metabolic needs and some special nutrition demand of, according to the special formula and special processing or modulation of food or nutritional supplements (Kelly, 2014). At present, from the beginning of the 1984 Jianlibao "Chinese magic water" sports drinks, 1998 competitor company was formally established, in 2004, the domestic sports nutrition event for the first time international sports nutrition food forum (Pettersson, 2012; Roger, 2013). China's sports food market has experienced 31 years of development, there is no breakthrough progress and compared with foreign countries is still in a very immature stage of enlightenment. Therefore, it is important to analyze the status quo of sports food and satisfaction of college students in our country and provide theoretical basis for improving the development of Chinese sports food (Lora and Katrina, 2013).

RESEARCH OBJECT AND METHODS

Research time: Study time is from January 1, 2015, to February 28, 2015, totally 59 days; the objects are from Jingtangshan University, ganzhou normal college, jiangxi normal university sports professional college students, 116 research object.

The test method: This study is to get the best results of the domestic and foreign research literature, absorb and digest the related sports food literature and understand the theory and methods of the related theories and methods and put forward the theoretical framework and hypothesis and to find useful reference for the measurement of the various concepts in this study.

The interview is primarily to test the idea of this study and make further adjustments, as well as the specific content of the measurement scale of the conceptual model of this study and draw on the experience of experts and relevant personnel (Joan and Molly, 2014).

Questionnaire survey: Questionnaire survey is the main research method of this study, the questionnaire using the five level evaluation methods. Score 1-5 points, very satisfied is 5 score, the more satisfied is 4 score, the general satisfaction is 3 score, not satisfied is 2 score, very dissatisfied is 1 score, the higher the score, the higher the degree of performance and performance. The average score of five points is 3 points, 2 points are very low and the satisfaction degree is low, the 3-4 is satisfied with the level, 2-3 means the satisfaction degree is very good. One hundred and fifty questionnaires were distributed, 128 copies were collected, 116 were valid, the recovery rate was 85.33% and the effective rate was 90.63%. To test the questionnaire reliability: the "rates" 14 days apart on the part of the investigation was again questionnaire to test for stability coefficient. p value was less than 0.94. There is a high correlation between the two questionnaires, which meets the requirements of the investigation.

The mathematical statistics method is used to determine the value of the data collected and to verify the theoretical hypothesis (Marjorie and Rachel, 2011). According to the needs of the research purposes, the statistical analysis tool of this study mainly uses social science statistical software package SPSS 16.0 software. Logical reasoning method, through the use of comparison, deduction, induction, analysis, reasoning and other methods, the results of the statistical significance of the logical analysis, from which to draw the corresponding theoretical conclusions.

RESULTS AND DISCUSSION

The general situation of sports food situation:

Organization of data related to movement, the main kinds of food are: energy supplement, to promote muscle growth, enhance the effect of lipid classes and other classes. Energy supplement class sports drinks (features: low osmotic pressure, scientific sugar content, the right amount of electrolyte, carbon dioxide gas, caffeine, soft) and energy bars (features: oligosaccharides or oligose raw material and there is a certain amount of high quality protein); Class has to promote muscle growth protein, creatine, stimulate the rapid secretion, resistance to decomposition (branched chain amino acids) and rippling muscles powder and the fast heavy powder (commonly known as "fool" powder, high calorie supplement, carbohydrate, protein, a variety of content of vitamins and trace elements, such as protein >25%); Enhance the effect of lipid classes have dietary fiber; Other classes are accelerated fatigue recovery (lycopene, vitamin E, vitamin C and selenium and taurine, etc.) and trace elements.

Food function is complex and compound, it is not easy to distinguish, according to the motion characteristics of the kinds of food, generally includes the following function. Energy supplement class's main function is to continue to provide high-quality energy for human body, helps muscle repair, maintain and grow; Main function is to promote muscle growth class can make muscle creatine phosphate in the reserves increased by 20%, creatine filling can quickly improve energy, increase muscle power and endurance, prevent muscle breakdown, participate in synthesis, prevent and reduce muscle fatigue, stimulating hormone secretion, improve the physical quality and athletic performance. Enhance the effect of fat class's main function is to accelerate fat oxidation and weight loss, runchang purge, hinder the absorption of lipids, prevent cardiovascular disease, detoxification, preventing diabetes and delay fatigue. Other classes are the main functions of the system to fill sugar, protein, vitamins, iron, calcium supplements, sugar peptide drink, antioxidants.

Sports food composition diversity, its selection and collocation is the key to the movement of food

processing and development, in order to satisfy different projects, different sex, different age, different characteristics and individual demand, continuously meet the demand of the athletes' performance and fatigue restoration produced positive effect. Food products, movement of composition basically all ingredients, including athletes and athletes targeted according to the characteristic of oneself choose the products you need. Main ingredients are roughly: soybean more belly, atmosphere resistance free radicals natural ingredients, creatine, L-carnitine, pyruvic acid salt and taurine and so on.

In 1991, China began to exercise food development, the function evaluation and market development, has been more than 20 years history. In recent years, the domestic market of sports nutrition scale development is rapid, convenient, has a certain function of the movement of food market share is more and more big. Incomplete statistics according to the related information and preliminary calculation, the food market in 2004 has formed the scale of 1 to 1.5 billion RMB, in 2005 reached 3 billion RMB, the size of the market in 2008 amounted to 5 billion RMB. Officials predict our country sports food will increase at a speed of more than 20% a year, has reached 10 billion in 2014. The data shows, at present our country sports participants has more than 500 million people, 20 RMB/person/year is less than the movement of food consumption, visible, the supply of it there is a considerable market growth space.

The present situation of college students to sports

food satisfaction: College sports professional students of sports food types of satisfaction are low. Professional sports college students' sports food of 116 kinds of satisfaction survey, results of SPSS 16.0 data processing, Table 1 shows: very satisfied 6 people accounted for 5.17%, satisfactory 15 people accounted for 12.93%, generally satisfied with 54 people accounted for 46.55%, less satisfied with 32 people accounted for 27.59%, very dissatisfied with nine people accounted for 7.76%, the average $2.80 < 3$, standard deviation is 0.94 and $t = 31.972$ and $p = 0.000$, from the perspective of statistical significance that professional sports college students in the sports satisfaction very inconsistent kinds of food, there is a very significant difference, views, from the perspective of average satisfaction is less satisfactory. This is because the movement of food variety is very few and most of the good and new sports product kinds of food to meet the needs of the existing players, to the kinds of professional students of sports products caused by very few. Visible, college sports professional students of sports food types of satisfaction is low.

College sports professional college students on sports nutrition food function of general satisfaction. Satisfaction survey of 116 sports professional students

Table 1: Satisfaction analysis of sports food kinds (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	6	15	54	32	9	2.80±0.94	31.972	0.000
Percentage	5.17	12.93	46.55	27.59	7.76			

Table 2: Satisfaction analysis of food function (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	12	27	46	26	5	3.13±0.94	33.124	0.000
Percentage	10.34	23.28	39.66	22.41	4.31			

Table 3: Satisfaction analysis of food nutrition (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	10	25	46	33	2	3.07±0.96	34.518	0.000
Percentage	8.62	21.55	39.66	28.45	1.72			

Table 4: Satisfaction analysis of food taste (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	3	20	35	44	14	2.60±0.99	28.193	0.000
Percentage	2.59	17.24	30.17	37.93	12.07			

food movement function, SPSS 16.0 result data processing, results Table 2 shows: very satisfied with the 12 10.34%, the satisfactory of 27 (23.28%, general satisfaction with 46 people accounted for 39.66%, 5 people were not satisfied with the 26 people accounted for 22.41%, very dissatisfied with the 4.31%, mean = 3.13 points >3 standard deviation 0.94 and t = 33.124, p = 0.000, from the point of view of statistical significance that professional sports college students satisfaction in motor function of the food is not consistent, very significant difference, each air his own views, from the point of view of mean that satisfaction is generally satisfactory. This is because the function of sports nutrition food is good, different products are not the same, to meet the needs of various groups of athletes, but a product can not contain all the features and the function of each product are biased and targeted and some players need to buy 2-4 products to maintain their own body and lead. Can be seen, the college sports professional college students on sports nutrition food function of the general satisfaction.

The satisfaction degree of the college sports professional students of sports food nutrients. One hundred and sixteen college students majored in physical education movement of food nutrients satisfaction survey, SPSS 16.0 result data processing, Table 3 results show: very satisfied with the 10 8.62%, the satisfactory of 25 people accounted for 21.55%, general satisfaction with 46 people accounted for 39.66%, 2 people were not satisfied with 33 (28.45%, very dissatisfied with the 1.72%, the mean = 3.07 points >3 standard deviation 0.96 and t = 34.518, p = 0.000, from the point of view of statistical significance that sports specialized university student satisfaction in the movement of food nutrition is not consistent, very significant difference, each air his own views, from angle of mean that satisfaction is generally satisfactory. This is because the movement of food nutrition is more comprehensive, can meet the athletes of different stages of nutrition supply and sports recovery, the human body essential nutrients known as

protein, lipids, carbohydrates, vitamins, water and inorganic salts (mineral), dietary fiber (Xian Weisu) 7 categories, but also contains many non essential nutrients, but the proportion of products have a focus and a single, different products of different nutrition. Can be seen, the college sports professional college students on sports food nutrition satisfaction in general.

College Sports Professional College Students' satisfaction with sports food taste is lower. Satisfaction survey of 116 college students majored in physical education movement of food taste and SPSS 16.0 result data processing, Table 4 results show: very satisfied with the three people occupy 2.59%, satisfactory 20 17.24%, general satisfaction with 35 people accounted for 30.17%, 14 people were not satisfied with the 44 people accounted for 37.93%, very dissatisfied accounted for 12.07%. Mean while the points <3, standard deviation of 0.99 and t = 28.193, p = 0.000, from the point of view of statistical significance that college students majoring in Physical Education in the movement of food taste satisfaction is not consistent, very significant difference, each air his own views, from angle of mean that satisfaction is not satisfied. This is because the current market sports nutrition food use of nutrients, mainly to ensure that the content of nutrients, food flavor is not whole and lead to poor taste. Can be seen, the college sports professional college students on sports food taste satisfaction is lower.

College sports professional college students in sports food after taking the effect of satisfaction. One hundred and sixteen college students majored in physical education movement of food taking after the results of the satisfaction survey, SPSS 16.0 result data processing, Table 5 results showed that 20 people very satisfactory 17.24%, satisfactory of 60 people accounting for 51.72%. Sixteen people in general satisfaction with 13.79%, were not satisfied with the 13 people accounted for 11.21%, very dissatisfied with the seven people accounted for 6.04%, the mean = 3.63 points >3 standard deviation 1.08 and t = 36.069,

Table 5: Satisfaction analysis of food effect (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	20	60	16	13	7	3.63±1.08	36.069	0.000
Percentage	17.24	51.72	13.79	11.21	6.04			

Table 6: Satisfaction analysis of food prices (n = 116)

Indicators	5	4	3	2	1	x±s	t	p
Number	2	7	39	48	20	2.34±0.89	28.149	0.000
Percentage	1.72	6.04	33.62	41.38	17.24			

p = 0.000, from the point of view of statistical significance that college students majoring in Physical Education in food movement after taking effect of satisfaction is not the same, there are very significant differences, each air his own views, from the point of view of mean that satisfaction is better. This is because after the exercise of food, the body will have a positive effect, such as energy, water, salt, fat and sugar added, so that the movement has a guarantee, after exercise to accelerate recovery and lead. Can be seen, the college sports professional college students in sports food after taking the effect of satisfaction.

College sports professional college students on sports food prices lower satisfaction. Satisfaction survey of 116 college students majored in physical education movement of food price, SPSS 16.0 result data processing, Table 6 results showed that 2 people very satisfactory 1.72%, satisfactory 7 people accounted for 6.04%, general satisfaction of 39 people accounted for 33.62%, 48 people were not satisfied with the accounting for 41.38%, very dissatisfied 20 17.24%, mean = 2.34 points <3 standard deviation 0.89 and t = 28.149, p = 0.000, from the point of view of statistical significance that sports specialized university student satisfaction in the movement of food prices is not consistent, very significant difference, each air his own views, from angle of mean that satisfaction is not satisfied. This is because the role of price is the role of the value of the performance, is the price of their own consumer price index function to the market economy, the effect of the operation of the market economy, college students are the consumer groups, not their own economic sources and the competitiveness of sports food, market and price higher and higher. Can be seen, the college sports professional college students on sports food prices lower satisfaction.

CONCLUSION

Type of food movement in China is complex, mainly has: energy, promoting muscle growth, enhance the effects of dietary fat type and other types. Sports food function has a composite, mainly to provide

quality energy, increase muscle strength and endurance, prevent muscle breakdown, participate in muscle synthesis, prevention and reduce fatigue, accelerate fat oxidation and lose weight, prevent cardiovascular disease, detoxification, prevent diabetes, delay fatigue. Movement of food ingredients with diversity and main components including: soybean peptides, anti atmosphere free radical natural ingredients, creatine, pyruvate and taurine and so on. Sports food market has a considerable market space growth.

College sports professional college students on sports food type, taste and price satisfaction is low, the food function and the degree of satisfaction of the food, the effect of the exercise of food satisfaction is better.

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