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Research on the Current Situation and Countermeasures of Amateur Badminton Training Market for Youth and Children in the Central Urban Area of Yichun under the Background of "Double Reduction"

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SUMMARY: *The implementation of the "double reduction" policy has brought new development opportunities for the youth sports training market. The paper takes the central urban area of Yichun as an example and uses methods such as literature review, questionnaire survey, and interview to investigate and analyze the current situation of the amateur badminton training market for young people. Research has found that the amateur badminton training market for young people in the central urban area of Yichun has developed rapidly, but there are still problems such as uneven quality of training institutions, uneven levels of coaches, single training content, and opaque charging standards. In response to these issues, this article proposes the following countermeasures and suggestions: strengthen industry supervision, standardize training market order; Strengthen the construction of the coaching team and improve the quality of training; Enrich training content to meet diverse needs; Strengthen price supervision and safeguard consumer rights and interests; Strengthen publicity and guidance, and create a good atmosphere. This study aims to provide reference for the healthy development of the amateur badminton training market for young people in the central urban area of Yichun under the background of "double reduction".*

KEYWORDS: *The 'double reduction' policy; teenagers; Amateur Badminton Training*

1 Introduction

In recent years, with the development of China's economy and society and the improvement of people's living standards, the problem of adolescent physical health has been widely concerned by all walks of life [1, 2]. In July 2021, the General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Further Reducing the Burden of Students 'Homework and Off-campus Training in Compulsory Education Stage (hereinafter referred to as the "Double Reduction" Policy), which aims to effectively reduce the excessive homework burden and off-campus training burden of students in compulsory education stage and promote the all-round development and healthy growth of students. The introduction of the "double reduction" policy has brought new development opportunities to the youth sports training market. Badminton as a favorite sport among teenagers, its training market also ushered in a period of rapid development. However, with the rapid development, the amateur badminton training market for teenagers has also exposed some problems, which restrict the healthy development of the market and also affect the training effect and physical and mental health of teenagers [3, 4].

As a prefecture-level city under the jurisdiction of Jiangxi Province, Yichun City has

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developed rapidly in recent years, and the enthusiasm of young children to participate in badminton training is high. However, at present, the research on the amateur badminton training market of teenagers in Yichun City is still relatively few, lacking systematic investigation and analysis [5]. Therefore, this study takes the "double reduction" policy as the background, takes the central Urban area of Yichun City as an example, investigates and analyzes the current situation of the amateur badminton training market for teenagers, and puts forward corresponding countermeasures and suggestions for the existing problems, in order to provide reference for promoting the healthy development of the amateur badminton training market for teenagers in Yichun City [6, 7].

The significance of this study lies in: on the one hand, it can enrich the research content of youth sports training market under the background of "double reduction" policy, and provide reference for the formulation and perfection of relevant policies; on the other hand, it can provide theoretical basis and practical guidance for the healthy development of youth amateur badminton training market in Yichun City, promote the popularization and improvement of youth badminton, and enhance the health level of youth physique.

2 Subjects and methods

2.1 Object of study

Select Yichun City center13 badminton hall, badminton hall, starry sky hall, Chen Tai hall, the 10th National Games hall, Shangdong hall, Bocheng hall, Le badminton hall, Fengyu hall, Chengnan hall, feather cube hall, Yudan hall, unlimited hall, Anda hall, a total of 30 coaches and 300 students parents to conduct a questionnaire survey to understand and study the Urban area amateur badminton training market in Yichun City [8, 9].

2.2 Research technique

2.2.1 Literature method

Through consulting relevant literature and information, understand the domestic and foreign amateur badminton training market on youth research status and development trends. Search by the keywords of the thesis title, search the literature around the subject words such as "double subtraction" and "badminton training", understand the research status and development trend of the amateur badminton training market at home and abroad, and lay a certain theoretical foundation for the research of this paper [10].

2.2.2 Field investigation method

Yichun center Urban area of badminton training institutions for on-the-spot investigation, observation of its operation mode, teaching content and teaching methods, etc., detailed records, access to accurate data.

2.2.3 Interviews

Interview with relevant department heads and industry experts to understand policy formulation and implementation, interview 5 industry experts, including professors from sports colleges, senior school physical education teachers and backbone personnel of Education and Sports Bureau [11, 12]. And interviews coaches and managers of 13 badminton halls in the central Urban area of Yichun City to obtain their views and suggestions.

2.2.4 Questionnaire survey method

On the basis of following the basic steps and principles of questionnaire survey method, the questionnaire was prepared around the research content, and the final questionnaire was determined after repeated modification (see Appendix 2). Design questionnaires to investigate the trainers of training institutions and parents of trainees to understand their needs and opinions and obtain first-hand data [13, 14]. Coach questionnaire: 30 distributed, 30 recovered, 30 valid, effective rate 100%. Parents questionnaire: 300 were distributed, 290 were recovered, the recovery rate was 96.66%, 288 of them were valid, the effective rate was 99.31%.

2.2.5 Mathematical statistics

Excel tool is used to analyze the questionnaire data, calculate the number and percentage of each option, grasp the rules according to the results of mathematical statistics analysis, and assist in demonstrating the research views of this paper [15].

3 Results and analysis

3.1 Current situation of amateur badminton training institutions for teenagers in central Urban area of Yichun City

3.1.1 Number and distribution of badminton training institutions

The number and distribution of badminton training institutions are shown in **Table 1**.

Table 1: Number and Distribution of Badminton Training Institutions (N=13)

areal distribution	Number of venues	percentage
Yuanzhou District	9	69.23%
Yiyang New District	2	15.38%
economic development zone	2	15.38%

According to the investigation, Yuanzhou District, as a central Urban area, is an Laocheng District with the largest number of training institutions, accounting for 69.23%,covering a wide range; while Economic Development Zone has relatively few training institutions due to its low population density, accounting for 15.38%; Yiyang New Area, as a new area, has relatively few training institutions at present, and several are currently under construction, which may become a key area for market expansion in the future. Through field visits, the size of institutions is mainly small and medium-sized, indicating that the market is still dominated by flexible and affordable training institutions. It can be seen that the amateur badminton training market for teenagers in the central Urban area of Yichun City has taken shape, but there is still a problem of unbalanced regional distribution.

3.1.2 Badminton training institutions venues and infrastructure

The construction of badminton training organization venues and infrastructure is shown in **Table 2**.

Table 2: Badminton Training Organization Venue and Basic Facilities (N=13)

floor space	quantity	percentage
Standard site (≥600 ㎡)	12	92.30%
Medium site (300-600 ㎡)	0	0%
Small site (300 ㎡)	1	7.7%
infrastructure	quantity	percentage
Professionalfloor glue	10	76.92%
Ordinary cement or cement floor	3	23.07%
Professional lighting system	13	100%
general lighting	0	0%
Professional ventilation system	8	61.53%
Poor ventilation conditions	5	38.46%
Equipped with dressing room and shower	10	76.92%
No dressing room and shower	3	23.07%
lounge	8	61.53%

Badminton venuesarethe foundation for youth badminton training, and good venue facilities and sports environment are essential [16]. The proportion of medium and standard sites is 92.30%, indicating that most institutions can meet the needs of small and medium-sized training, but small sites stillexist, which may affect the effectiveness of training. The coverage rates of professional flooring, lighting system and ventilation system are 76.92%, 100%and 61.53% respectively, indicating that most organizations have reached a certain level in basic hardware facilities, but there is still room for improvement. Supporting facilities: The coverage rates of changing rooms, shower roomsand rest roomsare76.92%and 61.53% respectively, reflecting that some institutions still need to improve on student experience and service details. On the whole, the venues and basic facilities of amateur badminton training institutions for teenagers in the central Urban area of Yichun City are generally good, but there are still some problems such as poor facilities and insufficient supporting facilities.

3.1.3 Types and characteristics of badminton training institutions

The types and characteristics of badminton training institutions are shown in **Table 3**.

Table 3: Types and Characteristics of Badminton Training Institutions (N=13)

type	quantity	percentage
large chain	1	7.69%
Small and medium-sized professional institutions	10	76.92%
Personal Coach Studio	1	7.69%
School partner institutions	1	7.69%

The market is dominated by small and medium-sized professional institutions: small and medium-sized professional institutions account for76.92%, which are the main component of the market, and their moderate prices and flexible curriculum characteristics meet the needs of most families. Large-scale chain institutions and individual studios are positioned at the high end: although these two types of institutions are relatively small in number, they are mainly aimed at trainees with high requirements for training quality. The school cooperative institutions are cheap but lack of professionalism. These institutions are suitable for students

with limited budgets and interest training, but there are certain limitations in professionalism. It can be seen from the survey that the market is obviously diversified, and different types of institutions meet the needs of different levels of trainees. Through the above analysis, we can see that the youth amateur badminton training market in the central Urban area of Yichun City presents a diversified development pattern.

3.1.4 Fees charged by badminton training institutions

The fees charged by badminton training institutions are shown in **Table 4**.

Table 4: Fees charged by badminton training institutions (N=13)

Small class (6-10people)	charges	percentage
50-70 element	8	61.53%
71-90 element	3	23.07%
91-120 element	2	15.38%

The price of a commodity is determined by its value, and the price reflects its value. Badminton training has its own value characteristics [17, 18]. After the "double reduction" policy, the market scale of badminton training expands, the social demand increases further, and the price increases slightly. According to the survey, small class (6-10 people) courses in 50–70-yuan institutions accounted for 61.53%, 71 -90 accounted for23.07%, 91 - 120 yuan accounted for 15.38%. There is still a big difference in pricing among training institutions, which is also related to their location and the popularity of the institution. Generally speaking, it is still in line with Yichun's economic level and residents 'income.

3.1.5 Comparison of the badminton market situation before and after the implementation of the double reduction policy

The comparison of market conditions before and after the implementation of the double reduction policy is shown in **Table 5**.

Table 5: Comparison of market conditions before and after the implementation of the double-reduction policy (N=13)

aspect	Double reduction policy before	Double reduction policy before
market size	Smaller, mainly concentrated on weekends and winter and summer vacations	Significant expansion, weekend, summer and winter holidays and weekdays after school training needs
the number of institutions	Fewer, mainly professional clubs and sports schools	A large number of small and medium-sized training institutions have emerged
training price	relatively high	The overall decline, but there are large differences among different institutions
Curriculum Provision	Basic classes and advanced classes are the main classes, and the curriculum content is relatively single.	More diversified, there are interest classes, physical fitness classes, competition classes and other special courses

The double-reduction policy lightens the schoolwork burden of students, frees up more spare time, and increases the number of young people participating in badminton training. The surge in market demand attracted more capital and practitioners into the badminton training

market. Market competition intensifies, and some institutions attract students by lowering prices; however, high-quality institutions still have strong prices due to their advantages in teachers and venues. Training institutions introduce more subdivided curriculum systems to meet students at different levels and with different needs.

3.2 Coaches of amateur badminton training institutions for teenagers in central Urban area of Yichun City

3.2.1 Gender and age structure of coaches in badminton training institutions

The gender and age structure of coaches are shown in **Table 6**.

Table 6: Gender and age structure of coaches (N=30)

gender	Number of coaches	percentage
masculinity	22	73.33%
woman	8	26.66%
age	number of people	
20-30	16	53.33%
31-40	9	30%
41-50	4	13.33%
over the age of 50	1	3.33%

In terms of gender, male coaches account for 73.33% of the 30 badminton coaches surveyed, much higher than female coaches '26.66%. This indicates that badminton coaching industry is still dominated by men, which may be related to the higher requirements of physical fitness and strength in badminton. The proportion of female coaches is relatively low, but there are still nearly 30% of the proportion, indicating that women in the badminton coaching industry also have a certain development space. Badminton coaches are mostly professional sports personnel, and sports professional is the imbalance between male and female professional, which also leads to relatively few female coaches. Young coaches aged 20-30 accounted for 53.33%, most of them were graduates of sports major or retired athletes, full of energy, new teaching style, but relatively inexperienced. 31-40 30% of the coaches are aged and are the backbone of the coaching team. These coaches usually have rich teaching experience and professional skills and are the core resources of training institutions. 41-50 13.33% of the coaches are aged, most of them are senior coaches or retired athletes with rich teaching experience, but their physical strength and energy may decrease. Coaches over 50 years old accounted for the lowest proportion of 3.33%. Most of these coaches were senior people in the industry, usually serving as technical consultants or senior coaches, and the proportion of direct participation in teaching was relatively low.

3.2.2 Academic qualifications of coaches in badminton training institutions

The educational background of coaches is shown in Table 7.

Table 7: Academic qualifications of coaches (N=30)

education background	number of teachers	percentage
undergraduate and above	20	66.66%
junior college	8	26.66%
high school and below	2	6.67%

As can be seen from the above table, in terms of educational background, there are 2 people with high school education, 8 people with junior college education, 20 people with bachelor degree, and 66.66%ofthenumber of undergraduate degree or above. The overall educational level is relatively high. The main reason is that after the "double reduction" policy, the development prospect of badminton training industry is relatively good. The market expects to present a good development momentum. More and more highly educated talents enter badminton industry.In today's highly developed sports practice, rich theoretical knowledge is an important factor contributing to its rapid development. Coaches should constantly follow the footsteps of sports scientific practice development and constantly improve their theoretical and practical abilities. Higher academic qualifications can promote the orderly transformation of their theory and practice. The academic qualifications of coaches can reflect the research level of coaches in comprehensive practice and sports scientific research to a certain extent.

3.2.3 Badminton Training Organization Coach Qualification

As can be seen from the **Table 8** below, the proportion of coaches holding badminton coach qualification certificates among coaches of youth amateur badminton training institutions in the central Urban area of Yichun City is the highest, reaching 46.66%, which indicates that nearly half of the coaches have certain professional training background and teaching qualifications and can provide standardized training guidance for students. Secondly, the national first-class athletes and national second-class athletes account for 20% and 10% respectively, indicating that quite a number of coaches have highly competitive level and can provide high-level technical guidance and actual combat experience for students. However, there are still 16.66% of coaches without relevant qualifications, which may affect the quality of training, especially in terms of teaching norms and safety. In addition, 6.67% of coaches chose "other" options, mainly badminton related referee certificates, experience in badminton referees.

Table 8: Qualification of BadmintonCoach (N=30)

certification	number of people	percentage
National first-class athlete	6	20%
National second-level athletes	3	10%
Badminton Coach Qualification Certificate	14	46.66%
No relevant qualifications	5	16.66%
else	2	6.67%

3.2.4 Years of service ofbadminton coaches

The working years of badminton coaches are shown in **Table 9**.

Table 9: Working Years of Badminton Coach (N=30)

certification	number of people	percentage
of under 1 year	5	16.66%
1-3 year	12	40%
4-6 year	8	26.66%
more than 7 years	5	16.66%

It can be seen from the above table that the proportion of coaches working for 1-3 years in the youth amateur badminton training institutions in the central Urban area of Yichun City is

the highest, reaching 40%, and nearly half of the coaches are in the initial stage of professional development; secondly, the proportion of coaches working for 4-6 years is 26.66%, which has rich teaching experience and can provide more systematic and professional training guidance for students. In addition, 16.66% of coaches have worked for more than 7 years. Although the proportion is not high, these coaches usually have deep teaching skills and rich practical experience, which is the core force in the training market. However, there are still 16.66% coaches who have worked for less than one year. This part of novice coaches may have insufficient teaching ability and curriculum control, and need more training and practice to improve their professional level.

3.2.5 Badminton Training Institute Coach Salary

The salary situation of coaches is shown in **Table 10**.

Table 10: Coach Salary (N=30)

wage level	number of people	percentage
below 3000 Yuan	8	26.66%
3000-5000	16	53.33%
5000-8000	4	13.33%
more than 8000 Yuan	2	6.66%

It can be seen from the above table that the salary level of coaches in youth amateur badminton training institutions in the central Urban area of Yichun City is generally in the lower middle, with 53.33% of coaches with monthly income of 3000-5000 yuan, 6.66% of coaches with monthly income of more than 8000 yuan and 26.66% of coaches with monthly income of less than 3000 yuan, mainly college students. Generally speaking, the salary composition of badminton coaches is based on basic salary, supplemented by class fees and performance bonuses. The salaries of coaches in private classes are higher, while the salaries of coaches in school cooperative institutions are lower. In the future, training institutions can attract and retain more excellent coaches and improve the overall teaching quality by increasing the proportion of class fees and performance bonuses, as well as increasing other benefits.

3.2.6 Badminton training institutions coach mobility

The coach turnover rate indicator is an important tool for measuring the stability of the coaching team and the health of the organization, and its significance is reflected in the multidimensional impact on the organization, individual coaches, and industry ecology. The calculation model for coach turnover rate is described as follows [19]:

$$T_r = \frac{N_l}{N_t} \times 100\% \tag{1}$$

where, T_r represents coach turnover rate, N_l represents the number of coaches who have resigned or transferred, and N_t represents the total number of coaches.

According to the interview, the average annual turnover rate of coaches in youth amateur badminton training institutions in the central Urban area of Yichun City is 25%, indicating that the mobility of coaches in this industry is relatively high. Among them, salary is the main reason for mobility, 73.33% of coaches choose to leave or change jobs because of salary problems, reflecting that the current salary level of coaches may not meet their expectations.

Lack of career development opportunities: 66.66%of coaches choose mobility because of career development problems, indicating that training institutions have insufficient career promotion and development space. 50%of trainers choose to move because of working environment problems, reflecting that some training institutions have room for improvement in working environment and management. It is understood that young coaches have the highest mobility, with an annual turnover rate of 40% for young coaches aged 20-30, mainly due to career development and salary issues, indicating that young coaches have higher expectations for career prospects and income. The mobility of trainers is shown in Table 11.

Table 11: Trainer Mobility (N=30)

Main reasons for flow (multiple choices)	quantity	percentage
salary treatment	22	73.33%
career development	20	66.66%
work environment	15	50%
other reason	18	60%

3.3 Students of amateur badminton training institutions for teenagers and children in central Urban area of Yichun City

3.3.1 Sex ratio of students in badminton training institutions

The gender ratio index of students is an important data reflecting the gender composition of student groups in the field of education, and its impact widely involves multiple levels such as educational equity, teaching quality, campus culture, and individual development. The mathematical calculation model is as follows:

$$R_s = \frac{M}{F} \times 100\% \tag{2}$$

where, R_s is the gender ratio, M is the number of male students, and F is the number of female students.

The gender ratio of students in badminton training institutions (N=288) is shown in **Table 12** and **Figure 1**.

Table 12: Sex Ratio of Students in Badminton Training Institutions (N=288)

gender age	number of people	proportion
Male (under 6 years)	18	6.25%
Male (6-12 years)	72	25%
Male (13-18 years)	43	14.93%
Female (under 6 years old)	25	8.68%
Female (6-12 years)	98	34.02%
Female (13-18 years)	32	11.11%

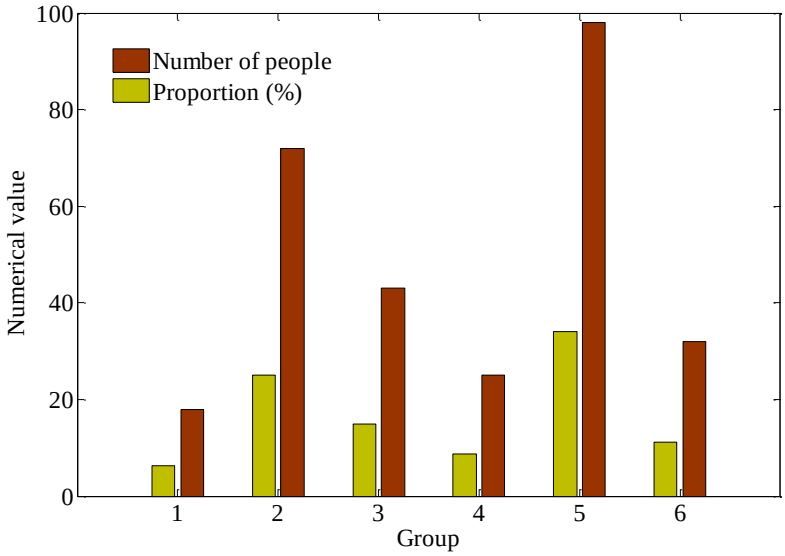

Figure 1: Sex Ratio of Students in Badminton Training Institutions (N=288)

The horizontal axes 1-6 in Figure 1 correspond to Table 12, respectively, for boys (under 6 years old), boys (6-12 years old), boys (13-18 years old), girls (under 6 years old), girls (6-12 years old), and girls (13-18 years old). As can be seen from the above table, male students account for 46.18%, female students account for53.82%,the number of female students is slightly higher than male students, quite popular with female students; Among them, students aged 6-12occupy a dominant position in the training market, accounting for 59.02%, mainly due to primary school stage, children's academic pressure is still small, spare time is sufficient, but also in the critical period of enlightenment; Children under 6 years old account for only 14.9%, many students are still in the wait-and-see or selection stage.

3.3.2 Analysis of trainees 'training years

The statistical table of the training years of trainees (N=288) is shown in **Table 13**, and the schematic diagram is shown in **Figure 2**. The horizontal axes 1-4 in Figure 2 correspond to four age groups: under 1 year, 1-3 years, 3-5 years, and more than 5 years.

Table 13: Training Years of Trainees (N=288)

Years of training	number of trainees	percentage
under 1 year	68	23.61%
1-3 year	163	56.60%
3-5 year	42	14.58%
more than 5 years	15	5.2%

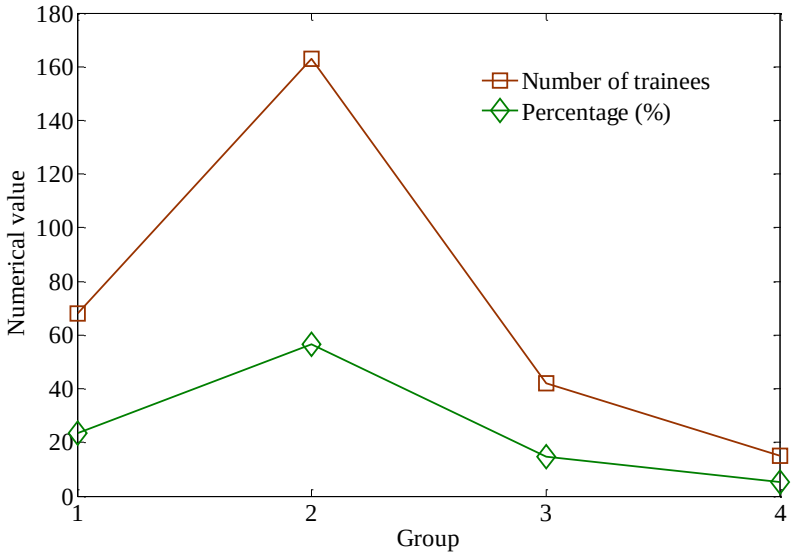

Figure 2: Schematic diagram of training years for trainees (N=288)

It can be seen from the table that badminton training institutions are dominated by short-term trainees, 80.21% of whom are under 3 years old. Children are mostly interrupted by parents 'short-term attempts and are easily affected by academic pressure;3-5 years students account for 14.58%, these students have already had a certain foundation and have maintained stable training times for a long time; only 5.2%

These students are mostly concentrated in youth competitive ladders, and institutions usually customize advanced courses for them.

3.3.3 Changes in class after the "double reduction" policy

It can be seen from the **Table 14** that the frequency of classes for children and adolescents has increased significantly, with an increase of about 50%. It can also be seen that the policy directly releases students 'spare time, and badminton has become the choice of "alternative quality education". Summer and winter classes have become a new growth point for institutional revenue, and the capacity of some institutional classes has doubled. In terms of structural adjustment of time allocation, weekends and holidays become "prime time", and some institutions need to coordinate venue resources to cope with peak demand, which also causes some institutions to reflect a shortage of coaches, making it difficult to fully meet the surge in youth demand.

Table 14: Changes in Classes after the Double Reduction Policy (N=288)

Time period/population	Pre-policy (before 2021)	Post Policy (Post 2021)	rangeability	primary cause
Percentage of weekend students	30%	50%	+20%	discipline training decreased, Parents turn to sports interest classes
Summer and winter training class participation rate	20%	40%	+20%	Student holiday time release, Institution launches "short intensive course"
Percentage of students on weekday evenings	50%	35%	-15%	After-school services for students extended, Some trainees switched to weekend intensive training
Child participants (6-12 years old)	Average of 1.5 times per week	Average 2.3 times/week	+53%	Parents pay more attention to sports quality training, substitute compressed discipline training time
Adolescent trainees (13-18 years old)	Average of 1.2 per week	Average 1.8 times/week	+50%	High School Entrance Examination Sports Score Promotion Promotes Training Demand

3.3.4 Motivation Analysis of Trainees

The motivation analysis of trainees is shown in Table 15.

Table 15: Motivation Analysis of Trainees (N=288)

Primary motivation (multiple choices)	number of people	percentage
Cultivate interest in sports and strengthen physique	230	79.86%
Alternative discipline training, release "double subtraction" after spare time	188	65.28%
High school entrance examination sports score requirements	195	67.70%
Cultivate special skills and add points for further education	85	29.51%
social needs	68	23.61%

According to the survey, most of the children are dominated by parents, paying equal attention to interest and health. After the "double reduction" policy, parents are more inclined to replace discipline training through sports training, and hope to enhance their children's physique; the training objectives of children's trainees are mainly interest cultivation and basic skills, accounting for79.86%. Adolescent students focus on further education and specialty drive. The improvement of sports scores in the middle school entrance examination directly promoted the training needs of young students; some students hoped to get extra points for promotion or enter the school team through badminton specialty, with clear training objectives and high intensity; the proportion of social needs was 23.61%, and parents also expected to cultivate their children's ability to communicate with others through training activities.

3.3.5 Analysis of Students Participating in Amateur Badminton Competition

The analysis of amateur badminton competitions is shown in Table 16.

Table 16: Analysis of Amateur Badminton Competition (N=288)

competition situation	Percentage of trainees	main feature
Regular (more than 3 times per year)	15%	1. Long training period (more than 3 years) 2. High technical level, rich competition experience
Occasionally (1-2 times per year)	40%	1. Training period 1-3 years 2. Medium skill level, less experience
Never competed.	45%	1. Short training period (less than 1 year) 2. Low technical level, lack of confidence in the game

15% of the students participate frequently, most of whom are long-term trainers with high technical level and rich competition experience; the organization can help the students plan their career development path by providing more competition opportunities and professional guidance; 40% of the students participate occasionally, these students have medium technical level and less competition experience, and are encouraged to participate by interest or parents. The organization can help the students accumulate experience by organizing internal competitions or friendly competitions, and provide special training and psychological counseling before the competition. The students who have never participated in the competition have short training years, low technical level and lack confidence in the competition, accounting for45%.

3.3.6 Course arrangement for trainees

The arrangement of student courses is shown in Table 17.

Table 17: Student Curriculum Arrangement (N=288)

training content	**main content**	**training target**
basic skills training	1. Grip, serve, footwork and other basic movements 2. Basic rules and tactics explained	Master basic badminton skills and cultivate sports interests
technical upgrading training	1. Advanced skills such as high ball, smash, net shot, etc. 2. Tactical coordination and actual combat drills	Improve technical level and enhance competition ability
physical training	1. Strength, speed and endurance training 2. Flexibility and coordination exercises	Improve physical fitness and prevent sports injuries
Competition simulation training	1. Simulation game scenario 2. Psychological training and tactical adjustment	Accumulate competition experience and improve actual combat ability
Personalized private lessons	1. Tailored training plan for student weaknesses 2. One-on-one coaching	Rapidly upgrade technology and solve personalized problems

For beginners, pay attention to grip, serve, footwork and other basic movements of teaching; The goal is to help students master basic skills, cultivate interest in sports. Technical upgrading training for intermediate students, pay attention to high ball, smash, net ball and

other advanced technical training;

The goal is to improve the technical level and enhance the competition ability. Physical training is aimed at all students, focusing on the improvement of physical fitness such as strength, speed and endurance; the goal is to improve physical fitness and prevent sports injuries. Competition simulation training, aimed at middle and senior students, improves actual combat ability through simulated competition scenes and psychological quality training; the goal is to accumulate competition experience and enhance tactical adjustment ability. Individualized private lessons provide one-on-one instruction and customized training programs for students with special needs; the goal is to quickly upgrade skills and solve personalized problems. The winter and summer training class is aimed at all students. Through high-intensity concentrated training, they can quickly improve their technical, physical and tactical abilities; the goal is to achieve significant improvement in comprehensive ability in a short period of time.

3.4 Analysis of parents of trainees trained by amateur badminton training institutions in central Urban area of Yichun City

3.4.1 Parents 'access to training information

According to **Table 18**, statistics on the ways parents obtain training information. The proportion of parents recommended by friends/relatives is the highest, 40%, which is also the most trusted way. The decision-making speed is fast, based on actual experience and word of mouth. The organization pays attention to service quality, creates good word of mouth, and launches "old with new" preferential activities. The online platform is 30%. Parents obtain information through public comment, chatter and other platforms, pay attention to user evaluation and organization display; institutions need to strengthen online operation, display high-quality courses and student achievements, and encourage parents to leave favorable comments. School/community publicity is only 15%, parents know about training institutions through school notices or community activities; 10%of parents know about institutions through offline advertisements, such as flyers, posters, etc., but the conversion rate is low.

Table 18: Parents 'Access to Training Information (N=288)

access to information	number of people	proportion
Friend/relative recommendation	115	40%
Online platforms (such as public comment, chatter, etc.)	101	35%
School/community outreach	43	15%
Offline advertising (e.g. flyers, posters)	29	10%

3.4.2 Factors considered by parents in choosing badminton training institutions

According to **Table 19**, parents consider factors when choosing badminton training institutions. Training location, which is the most concerned factor for parents, accounting for 92%. This indicates that parents value the convenience of training institutions and tend to choose institutions closer to home or school in order to reduce transportation time and transportation costs. Location is critical for training institutions, as proximity to residential areas, schools, or convenient transportation is more likely to attract trainees. Coach qualification was the second most important factor for parents, accounting for 85%. Parents want their children to receive professional, high-quality training, so the professional level and teaching experience of the coach become an important basis for selecting an institution. Cost is the third most important factor for parents, accounting for 75%. Word-of-mouth is an

important reference for parents to choose institutions, accounting for 68%. Parents are more inclined to choose institutions with good reputation and high reputation to reduce trial and error costs. The focus on curriculum is relatively low, accounting for 54%. This may be because parents are more concerned about the convenience of training and the level of coaching, and have limited knowledge of the specific design of the course content. The proportion of other factors is very low, indicating that parents 'choices are mainly concentrated on the above core factors.

Table 19: Factors ParentsConsider in Choosing Badminton Training Institutions (N=288)

parental attitude	number of people	proportion
Coach qualification	245	85%
training cost	216	75%
place for training	264	92%
Training institutions word of mouth	196	68%
Training curriculum	155	54%
else	15	5.2%

3.4.3 Analysis of parents 'pricing of training institutions

Table 20 shows the analysis of parent pricing training institutions.

Table 20: Analysis of Parents Pricing Training Institutions (N=288)

parental attitude	number of people	proportion
consider the price reasonable	144	50%
Think prices are high	101	35%
Think prices are low	28	10%
No definite opinion on price	15	5%

50% of parents think that the price is reasonable, the price acceptance of institutions is high, and the price matches the service quality. Most of these parents are long-term students 'families; 35% of parents think that the price is too high. Parents think that the price is too high due to family economic pressure or doubt about the course effect; 10% think that the price is low, parents are also worried that the low price will affect the teaching quality and hope to get higher-end services; 5% have no clear opinion on the price, parents pay more attention to children's interest and training effect, and are not sensitive to the price.

3.4.4 Parents 'satisfaction with training

The satisfaction index of course arrangement is a core indicator to measure students' satisfaction with course design, time allocation, content rationality, and other aspects, which directly affects the learning experience, teaching effectiveness, and school reputation. The calculation model is as follows:

$$S_c = \frac{N_c}{N_b} \times 100\% \tag{3}$$

where, S_c is the proportion of parents satisfied with the course arrangement, N_c is the number of parents satisfied with the course arrangement, and N_b is the total number of parents participating in the survey.

According to the satisfaction statistics of parents with the training shown in **Table 21**. 25% of parents highly approve of coaching level, children's progress and institution management, most of whom are parents of long-term students; they are usually willing to recommend institutions to others, which is an important force for the spread of institutional word-of-mouth. 50% of parents approve of the overall service, but think there is still room for improvement, such as the fun of the course and the opportunity of competition. This part of parents is the main customer group of the organization and needs to improve their loyalty through continuous service optimization. The average parent accounts for 20%, parents are not satisfied with their children's progress speed, or think that the curriculum schedule is not flexible enough, and it is expected to be transformed into "satisfied" or "very satisfied" groups by strengthening communication and personalized service in the later stage. There are still 5%parents who are dissatisfied with the management of institutions, prices or the cultivation of children's interest, and there is a risk of loss. It is necessary to focus on improving the service quality and restoring parents 'trust.

Table 21: Parents 'Satisfaction with Training (N=288)

satisfaction rating	proportion	main feedback
Very satisfied (90 + points)	25%	1. High professional level of coach 2.Children's skills have improved significantly 3. Standardized management and considerate service
Satisfied (75-89 points)	50%	1. Children's interest is improved and their physique is enhanced 2.The curriculum is reasonable 3. moderate cost
Fair (60-74 points)	20%	1. Children progress slowly 2.Conflict between class time and study 3. Poor communication with coaches
Dissatisfied (less than 60 points)	5%	1. Children are not interested 2.Organization management chaos High price, low cost performance

3.4.5 Parent feedback on training

Table 22 shows the feedback statistics of parents on the training.

Table 22: Parents 'Feedback on Training (N=288)

Feedback (multiple choice)	number of people	proportion
Increase parent interaction activities (e.g. parent-child competition, parent observation day)	195	67.7%
Optimize course content and increase interest	88	30.55%
Provide more competition opportunities	95	32.99%
Strengthen communication between coaches and parents	145	50.34%
Flexible adjustment of course time	184	63.89%
Improve management processes and improve service quality	88	30.55%
Offer promotions or installment options	254	88.19

Parents 'feedback on training mainly focused on the following aspects: 195 parents, accounting for 67.7%, hoped to increase parent interaction activities, such as parent-child competitions and parent observation days, which indicated that parents hoped to participate in their children's training process through more interactive activities and enhance their interactive experience with their children. 63.89%of parents suggested to adjust the schedule

flexibly, which indicated that parents had higher demand for the schedule of classes, possibly due to work or other affairs. Parents hoped that the schedule of classes could be more flexible in order to better coordinate the arrangement of family and training. 88.19%of parents expressed support for the introduction of preferential activities or installment options. This percentage is the highest, reflecting parents 'sensitivity to training costs and their desire to reduce financial pressure through concessions or installment payments. 50.34%of parents thought that communication between coaches and parents should be strengthened. This indicates that parents want to know more about their child's training progress and performance, and want to get more feedback and guidance through communication with coaches. 95 parents, accounting for 32.99%, hope to provide more competition opportunities, which may be because parents think that competition can help children improve their skills, enhance self-confidence, and better test the training effect through competition. Optimize course content, increase interest and improve management process to improve service quality: these two items account for 30.55% respectively. Although the proportion is relatively low, they still reflect that some parents have certain improvement needs for the interest of course content and the service quality of training institutions.

3.4.6 Parents 'understanding of the "double reduction" policy

Table 23 shows the statistical understanding of parents towards the double reduction policy.

Table 23: Parents'Understanding of the Double Reduction Policy (N=288)

understanding	number of people	proportion
know a lot about	86	30%
basic understanding	144	50%
heard a little	43	15%
know nothing about	15	5%

30% of parents know very well about the "double reduction" policy, most of whom are highly educated or practitioners in the education industry. They have in-depth research on the policy, actively adjust their children's after-school arrangements, and regard badminton training as an important component of quality education. 50% of parents stated that they have a basic understanding of the policy through school notifications or media reports, but are not clear about the specific implementation details. These parents were open to sports training, but they paid more attention to short-term effects and prices when choosing. The proportion of parents who heard a little was 15%. Parents paid little attention to the policy, only knew it through social circle or chance, had weak interest in sports training, and participated mostly because of their children's interest or friends 'recommendation. There are still 5%of parentsdo not understand completely, do not pay attention to the policy, after-school arrangements are relatively random; the demand for sports training is low, and the motivation for participation is mostly accidental.

4 Study conclusions and recommendations

4.1 Conclusion

4.1.1 Market structure and institutional development status

Market decentralization and non-scale characteristics are significant. There are many training institutions, but the quality is uneven, lack of large-scale and brand-oriented chain institutions,

low market concentration and scattered competition pattern. There are significant differences in the scale, teachers and teaching quality of institutions, and there is a large space for industry integration.

Price competition and consumption stratification coexist. Consumer price sensitivity is high, and the market presents obvious price stratification demand: low price competition may lead to the decline of service quality and affect the image of the industry; at the same time, 88.19% of parents support preferential activities or installment payment, reflecting economic factors restricting continuous participation in training.

4.1.2 Outstanding structural problems of the teaching staff

High mobility and insufficient job stability. Coaches have high mobility due to unreasonable salary structure, insufficient welfare guarantee, bottleneck of career development and other factors, which directly leads to fluctuation of teaching quality, decrease of student Retention rate, increase of operating cost and public praise risk.

4.1.3 Personnel structure and professional level to be improved

Gender and age imbalance: gender imbalance, mainly young and middle-aged, less senior coaches (over 50 years old), affecting the inheritance of experience.

Short qualification and ability: some coaches have no relevant qualifications or unclear qualifications, and their professional level is insufficient. Although most of them have bachelor degree or above, they only hold basic coach qualification certificate, and their compound ability is weak.

4.1.4 Defects in curriculum system and teaching mode

Insufficient content simplification and layering. Some institutions focus on technical training, ignoring the all-round development of teenagers 'physical fitness, and the curriculum lacks systematic Ness and scientific, which makes it difficult to meet the individualized needs of students of different ages and levels. Although the gradient system of "basic-advanced-competitive" has been formed, the interesting courses for young students and the career development guidance for senior students are insufficient.

The fault between competition participation and long-term cultivation. Students 'competitive level is obviously stratified, winter and summer training classes become the key window for technical breakthrough, but there is a fault between mass sports training and professional training, showing the characteristics of "experiential consumption", and long-term students concentrate on competitive echelon.

4.1.5 Characteristics of parental choice behavior and needs

Information acquisition and decision drivers. Parents mainly obtain information through relatives and friends recommendation and online platform, while offline traditional publicity (flyers and posters) has limited effect (only 10%); when choosing institutions, they pay most attention to geographical location convenience and coaching qualification, followed by price sensitivity and institutional reputation.

Motivation for training and demand for service upgrade. Double driving logic: "cultivating interest and strengthening physique" is the main one, some students point to sports scores in the middle school entrance examination, “quality education" and "examination demand" coexist, and the influence of sports specialty training system appears. Service quality appeal: Parents put forward higher requirements for service details such as course time flexibility, parent interaction activities, coach communication, etc., reflecting the

importance attached to training participation and individualization.

4.1.6 Market potential and policy implications

Young market and long-term training to be developed. Students "more female than male", 6-12 years old primary school stage accounted for nearly 60% (the key period of movement enlightenment), but the participation of young students under 6 years old was only 14.9%, the market potential of children's sports training is significant.

Structural remodeling of the "double reduction" policy. The policy promotes the demand for weekend classes and winter and summer classes to surge sharply. The weekly training frequency of students aged 6 - 12 increases by 53%, reshaping the distribution of training periods; parents 'cognition of policies deeply affects education planning, and more than half incorporate sports training into the quality education system to promote the transformation of market pattern.

4.2 Suggest

4.2.1 Teachers Team Optimization: Structural Reform and Professional Ecological Perfection

Equalization of personnel structure. Encourage female practitioners to join and balance the gender ratio; retain senior coaches and strengthen the "hands-on" mechanism to build an "old-middle-aged" age echelon.

Promote coaches to participate in national level certification and joint training of colleges and universities, and improve qualification coverage rate and theoretical teaching ability.

Salary incentives and career security, establish a "base salary + performance (continuation rate/competition score/satisfaction)" salary system to ensure that salaries are higher than the local average level, and add year-end dividends or equity incentives. Improve social security, paid annual leave and other benefits, open up the promotion channel of "junior → teaching supervisor", provide opportunities for management post or trainer transformation, and enhance professional belonging.

4.2.2 Curriculum System Upgrade: Layered Design and Long-term Cultivation

Demand-oriented differentiated products. Interested students: develop "sports social + gamification" courses, integrating outdoor development and team activities. Examination-oriented students: set up "high school entrance examination sports sprint class", equipped with physical test simulation and professional evaluation; competitive students: construct "competition incubation course", connect with the enrollment policy of middle school students, open up the entrance channel; establish full-cycle training mechanism. Establish "student growth files" and set up phased skill certification; launch "elite plan" for students over 3 years, provide professional coaches and competition funding support. Strengthen the initiation courses for young children (such as parent-child experience classes), and lower the participation threshold for children under 6 years old through game-based teaching.

4.2.3 Market Expansion and Brand Building

Precision marketing and word-of-mouth drive. Deepen the online platform (chatter, public comment), display the achievements and true evaluation of students, and implement the reward mechanism of "old with new". Jointly carry out public welfare experience classes in communities and schools, and strengthen the publicity of "double reduction" policy and quality education value for policy-sensitive families.

Location and pricing strategies. Priority should be given to the layout of schools and residential areas, and the core competitiveness of "geographical location + professional teachers" should be strengthened. Implement tiered pricing (basic class/advanced class), launch installment payment or preferential package, covering different consumption levels.

4.2.4 Integration of Sports and Education and Competition Ecology

The main role of schools has been strengthened. Promote badminton into school sports curriculum, cooperate with training institutions to carry out after-school services, improve the linkage mode of "in-school teaching + out-of-school development"; establish a three-level competition system of "intra-school league matches → regional friendship competitions → municipal championships", and set up fun challenges to lower the entry threshold.

Policy dividend transformation. Develop "after-school bridging curriculum" to connect after-school service time, design "subject + sports" integration curriculum (such as English badminton class); publish "White Paper on Physical Education for Quality" to convey the comprehensive value of sports to physical fitness and concentration to parents and attract high-knowledge groups.

4.2.5 Service experience upgrade: parent participation and quality control

Parents interact deeply. Regular observation days and parent-child competitions are held, and monthly teaching feedback reports are provided to enhance service transparency and participation. Optimize course time flexibility and dynamically adjust teaching content through satisfaction surveys. Industry standardization. Advocate institutions to jointly formulate teaching quality standards, standardize qualification certification and training processes, and avoid low-cost and low-quality competition. Improve hardware facilities, venues and equipment, and establish a mechanism for regular assessment of coaches and evaluation of students 'achievements.

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