



RESEARCH ARTICLE

Overcoming Barriers to Sports Participation: Strategies for Rural Women in Wanli Area Jiangxi

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ARTICLE INFO	ABSTRACT
Received: May 25, 2024	<p>This study aims to investigate the actual participation and influencing factors of rural women in sports activities in Wanli, Jiangxi Province. Despite the growing importance of sports for physical and mental health, the participation rate of rural women remains low due to cultural, social, and economic factors. This study conducts an in-depth analysis of the sports participation status of the respondents and analyzes the relationship between 12 factors including age, occupation, educational background, cultural factors, economic factors, and social factors of the survey sample with the level of sports participation. The study finds that rural women in Wanli, Jiangxi Province, exercise at least three times a week, accounting for only 14.2% of the total survey sample. This indicates that there are relatively few rural women in Wanli, Jiangxi Province, who participate in sports activities in their daily lives, and the development of large-scale sports activities in rural areas of Jiangxi Province is relatively lagging. Additionally, Pearson correlation analysis results indicate significant relationships at the 0.05 level between economic factors (EF-1, EF-2, and EF-3), social factors (SF-1, SF-2, SF-3), and sports participation. All correlation coefficients are greater than 0.18, indicating a significant positive correlation between these six factors and sports participation rates. Multiple linear regression analysis results show that cultural factors (CF1 and CF2), economic factors (EF2), social factors (SF1 and SF3), and age. The p-values of these six variables are all less than 0.05, indicating that these six variables affect the level of sports participation. Specifically, traditional gender roles in the community hinder women's participation in sports (CF-1); the family's attitude towards women's participation in sports affects their willingness to participate (CF-2). Unequal resource distribution increases the inequality of gender sports participation in rural areas (EF-2); positive descriptions of women in sports media encourage women to engage in sports activities (SF-1). Community initiatives at the grassroots level, such as accessible sports facilities and organized activities, encourage women to participate in sports (SF-2). The results indicate that rural women challenge conventional stereotypes through sports, enhance self-esteem, strengthen social ties, and ultimately promote the harmony and stability of rural communities. Finally, the paper forecasts the future development trends of rural women's sports participation, including expanding the scope of participation, increasing the level of participation, exploring long-term mechanisms, and sustainable development paths. With the deepening promotion of the national fitness strategy and technological progress, rural women's participation in sports will face more opportunities.</p>
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INTRODUCTION

The increasing participation rate of rural women in sports activities reflects the local community's growing emphasis on health and the societal support for women's involvement in sports (Farzaneh et al, 2021). This trend stems from a heightened awareness among people regarding the health benefits associated with physical activity and an improved standard of living (Ojiambo, 2013). Rural women in the Jiangxi Wanli area exhibit selective preferences, often opting for activities like square dancing and Tai Chi, which not only fulfill their exercise needs but also align with their physical abilities and interests (Ji et al, 2022).

The participation of rural women in sports contributes positively to individual health and community development (Eime et al, 2010). Sports activities enhance physical fitness, reduce health risks associated with sedentary lifestyles, and foster social interaction and cohesion within communities (Ball et al, 2015). Furthermore, women's participation in sports can boost local sports markets, stimulate economic growth, and create employment opportunities in rural areas (Dai & Menhas, 2020). Despite these advancements, challenges persist. Inadequate sports facilities, a lack of professional coaches, and societal norms prioritizing traditional gender roles hinder women's active participation (Charway & Strandbu 2023; Jam et al., 2018). To overcome these obstacles and foster sustainable sports participation among rural women, comprehensive measures must be taken. Continued participation of rural women in sports cultivates fundamental qualities such as teamwork, leadership, and innovation (Guidotti et al, 2023). As their skills improve, they transition from participants to leaders in sports, thus enhancing their status and role within the community. Competitive activities and leadership roles further strengthen their identity, reflecting progress in both athletic prowess and social standing (Andayani & Volz, 2024). The process of identity construction involves multifaceted transformations encompassing cognition, attitudes, skills, and social roles.

As women transition from being unfamiliar with sports to embracing them, recognizing their potential in both physical and social domains, a shift in cognition occurs (Sumayli, 2023). Skill development is a crucial aspect facilitated by sustained participation in sports activities (Guidotti et al, 2023). The identity construction of rural women through sports participation reflects a complex evolutionary process influenced by various environmental and personal factors (Cuba & Hummon, 1993). Rural women in the Jiangxi Wanli area undergo a transition from passive spectators to active participants in the initial stages of sports engagement. This evolution not only deepens their involvement in sports but also enhances their self-worth and confidence.

In summary, the construction of rural women's identities in sports participation in the Jiangxi Bay area reflects a multifaceted process, influenced by self-awareness, skill development, and social cognition. Participation in sports can empower women, cultivate self-efficacy, expand social roles, and promote personal growth (Streetman & Heinrich, 2024; Rashid et al., 2023). By implementing comprehensive intervention measures to address challenges, not only can women's active participation in sports be promoted, but also gender equality and social progress can be advanced. Despite the progress made by rural women in sports participation, challenges persist, including limited access to sports facilities, inadequate training opportunities, and pervasive gender biases. Overcoming these obstacles requires support from both society and the government, including increased investment in sports infrastructure, enhanced educational initiatives, and the elimination of gender stereotypes through media and public discourse (Appleby & Foster, 2013). Additionally, the motivations, needs, challenges, and societal impacts of rural women's participation in sports. By identifying these factors and proposing targeted solutions, our aim is to promote women's sports participation, improve community health, and contribute to the development of healthier and more

inclusive rural societies. In today's society, there is an increasing recognition that sports activities can promote physical and mental health, enhance quality of life, and foster social harmony.

However, in rural areas, due to complex cultural, social, and economic factors, female sports participation rates remain relatively low. Sports are crucial for health and social development (Opstoel et al, 2020; Kanval et al., 2024), yet the participation rates of rural women remain low due to complex cultural and economic factors. Based on this, the present study presents an analysis of the actual situation and influencing factors of rural women's participation in sports in the Jiangxi Bay area.

METHODOLOGY

This study aimed to analyze the status of sports participation and influencing factors among rural women in Jiangxi Wanli region. Meanwhile, research also aimed to reveal how PE influences rural women's perceptions, attitudes, and factors that influence their participation, from cultural norms to individual backgrounds. Secondly, the final draft of this study attempts to reveal the factors influencing this process and propose strategies to improve sports participation among rural women. During the study design, literature review found that rural women's participation in sports was influenced by local cultural, economic and social factors.

Based on the theoretical basis of this literature study, the research questions raised in this study are about age, occupation, educational background, cultural factors, economic factors and social factors, all of which have positive effects on the sports participation degree of rural women. For the discussion and analysis of this hypothetical research question, the questionnaire survey method was adopted, and the status and influencing factors of rural women in Jiangxi Province were verified by applying description statistics, Pearson's correlation analysis and regression analysis. The study will provide targeted recommendations to improve the participation in sports among rural women.

RESULTS

Analysis Of Background Information Of Rural Women In Wanli Area Of Jiangxi Province

A total of 120 rural women in Wanli area of Jiangxi province were investigated into background information of Age variable segmentation, Occupation, and Education Level. The purpose of the background information survey is to analyze whether the social background of women in Jiangxi Bay is related to the degree of participation in physical activities, and whether their background information is related to the degree of participation in physical activities. Discussion analysis of this issue will be further presented in subsequent correlation and regression analyses.

The results of age information analysis showed that rural women under 25 years for 29.2 percent, 26 to 35 years for 18.3 percent, 36 to 45 years for 21.7 percent, 46 to 55 years for 16.7percent, 56 to 65 years 14.2 percent (shown in table 1).

Table 1: Analysis of Age Information Of Rural Women In Wanli Area Of Jiangxi

Age variable segmentation		Frequency	Percent	Valid Percent
Valid	Under 25 Years	35	28.9	29.2
	26 To 35 Years	22	18.2	18.3
	36 To 45 Years	26	21.5	21.7
	46 To 55 Years	20	16.5	16.7
	56 To 65 Years	17	14.0	14.2
	Total	120	99.2	100.0

Missing	System	1	.8	
Total		121	100.0	

The results of Occupation of rural women in Wanli area of Jiangxi showed that Planting were for 35.8 percent, Breeding for 32.5 percent, Handicraft Making for 18.3 percent, Rural Housewife for 13.3 percent (shown in table 2).

Table 2: Analysis Of Occupation Of Rural Women In Wanli Area Of Jiangxi

Occupation		Frequency	Percent	Valid Percent
Valid	Planting	43	35.5	35.8
	Breeding	39	32.2	32.5
	Handicraft Making	22	18.2	18.3
	Rural Housewife	16	13.2	13.3
	Total	120	99.2	100.0
Missing	System	1	.8	
Total		121	100.0	

The results of Education Level of rural women in Wanli area of Jiangxi showed that Primary School were for 38.3 percent, Middle School for 22.5 percent, High School for 22.5 percent, University for 16.7 percent (shown in table 3).

Table 3: Analysis Of Education Level Of Rural Women In Wanli Area Of Jiangxi

Education Level		Frequency	Percent	Valid Percent
Valid	Primary School	46	38.0	38.3
	Middle School	27	22.3	22.5
	High School	27	22.3	22.5
	University	20	16.5	16.7
	Total	120	99.2	100.0
Missing	System	1	.8	
Total		121	100.0	

Sp-1: How Often Do You Participate In Sports In Your Daily Life?

Analysis Of Participate In Sports Of Rural Women In Wanli Area Of Jiangxi showed that Very little participation were for 10.8 percent, One or two times a month for 42.5 percent, One to two times a week for 32.5 percent. According to the analysis results of the data, rural women in Jiangxi Wanli area exercised no less than three times a week and only accounted for 14.2% of the total sample surveyed. This shows that fewer rural women in Jiangxi province participate in physical exercise in their daily life, and the development of mass sports in the rural population in this area lags behind.

Table 4: Analysis Of Participate In Sports Of Rural Women In Wanli Area Of Jiangxi

Participate in sports		Frequency	Percent	Valid Percent
Valid	Very little participation	13	10.7	10.8
	One or two times a month	51	42.1	42.5
	One to two times a week	39	32.2	32.5
	Not less than three times per week	17	14.0	14.2
	Total	120	99.2	100.0
Missing	System	1	.8	
Total		121	100.0	

Analysis Of The Influencing Factors Of Sports Participation In Rural Women In In Wanli Area Of Jiangxi

In the investigation and analysis of the influence factors of rural women's participation in physical activities in Jiangxi Bay, in order to ensure the reliable letter of this study. First, the content of the questionnaire designed by the institute included three aspects, namely cultural, economic and social factors, and each factor included three items. Here, the reliability and validity entry tests of the questionnaire were analyzed, and the results are shown in Tables 6 and 7 below. Secondly, the study will analyze the correlation and regression analysis between the influencing factors of rural women's participation in physical activities in Jiangxi Bay and their background information (age, occupation, education level) and the frequency of participation in sports in daily life. The analysis results are shown in Table 8 and Table 9, respectively.

The Reliability And Validity Of The Questionnaire Influencing Factors Of Participating In Sports (Shown In Table 5)

In the questionnaire of influencing factors of rural women participating in sports in Jiangxi Bay area, three main influencing factors were constructed. That is, cultural factors, economic factors and social factors, where three questions are proposed in each influencing factor. The evaluation method of the questionnaire indicated respondents ranging from Strongly Disagree (SD)、Disagree (D)、Undecided (UD)、 Agree (A) to Strongly Agree (SA). Reliability Statistics of 9 of Items shown that the value of Cronbach's Alpha (CA) was 0.774. The results of Validity Statistics shown that Bartlett's Test of 9 of Items Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was 0.697. Total Variance Explained shown that the Cumulative % of Rotation Sums of Squared Loadings was 68.352. Therefore, the questionnaire was good (shown in table 5).

Table 5: The Reliability And Validity Of Questionnaire of Influencing Factors

IV	Question Items	CA	KMO
CF: Cultural Factor	CF-1: Traditional gender roles in our community hinder women's participation in sports.	0.774	0.697
	CF-2: My family's attitude towards women's participation in sports influenced my own willingness to participate in sports.		
	CF-3: Media campaigns and educational initiatives challenging traditional gender norms have positively influenced my perception of women's sports participation.		
EF: Economic Factors	EF-1: The limited development of the local economy leads to insufficient investment in rural women's sports facilities.		
	EF-2: Inequalities in resource distribution increase the inequalities in gender sports participation in rural areas.		
	EF-3: Personal financial constraints are a significant barrier for rural women to pay for sports-related expenses.		
SF: Social Factors	SF-1: The positive portrayal of women in the sports media has inspired me to participate in sports activities.		
	SF-2: Community-level initiatives, such as accessible sports facilities and organized activities, encourage me to participate in sports.		
	SF-3: My family's support and encouragement have greatly influenced my decision to participate in sports.		

Note : The sample size was 120

Correlations Analysis Of The Influencing Factors Of Sports Participation In Rural Women In In Wanli Area Of Jiangxi

The results of Pearson correlation analysis shown that Present for significance at the 0.05 level between Economic Factors (EF-1, EF-2 and EF-3), Social Factors (SF -1, SF -2, SF -3) and Sports Participation. The correlation coefficients were all greater than 0.18, indicating that there was a significant positive relationship between these six factors and sports participation.

In addition, in this case analysis, the correlation between educational background and sports participation was not significant, and at the same time, the correlation between these six factors was not the focus of research, so no further elaboration is needed.

Table 6: Results Of The Correlation Analysis

Variable		Age	Vocation	Education Level	Participate in Sports
CF -1	r	.079	.056	-.055	.116
	p	.390	.543	.553	.207
CF -2	r	-.051	.084	.027	-.165
	p	.579	.362	.769	.072
CF -3	r	-.140	.037	.183*	-.065
	p	.128	.690	.046	.478
EF-1	r	-.011	-.030	-.072	.221*
	p	.904	.743	.436	.015
EF-2	r	.017	-.036	.015	.314**
	p	.852	.699	.870	.000
EF-3	r	.040	-.087	.019	.226*
	p	.667	.343	.836	.013
SF -1	r	.016	.104	-.054	.491**
	p	.866	.259	.558	.000
SF -2	r	.142	.110	-.017	.316**
	p	.122	.230	.856	.000
SF -3	r	.145	.082	-.036	.180*
	p	.113	.373	.693	.049

Note : The sample size was 120

Regression Analysis Of The Influencing Factors Of Sports Participation In Rural Women In In Wanli Area Of Jiangxi

Results of Model summary seen in Table 7. Model summary results are shown Adjusted R Square was 0.368. It's results indicates that 12 factors toward cultural factors (CF-1, CF-2, and CF-3), economic factors (EF-1, EF-2, and EF-3), social factors (SF-1, SF-2, SF-3), age, occupation, and education background can explain the change of 36.8 percent of the sample sports participation, that is, 36.8 percent of the sports participation of the 12 factors, the model fit was much better. In addition, the D-W value of 1.965, close to 2, it indicating that there is no auto-correlation.

Table 7: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	D-W
1	.657 ^a	.432	.368	.69140	1.965

a. Dependent Variable: Degree of participate in sports

b. Predictors: (Constant), Education Level, EF-2, Vocation, Age, CF -1, SF -1, CF -2, EF-3, SF -3, SF -2, EF-1, CF -3

Results of ANOVA seen in Table 8. According to Table 8, the P-value of the model is 0.000, less than 0.01, it indicating that the model passed the F test (ANOVA test), and the 12 factors include cultural factors (CF-1, CF-2, and CF-3), economic factors (EF-1, EF-2, and EF-3), social factors (SF-1, SF-2, SF-3), age, occupation, and education background, results of ANOVA shown that at least 1 factor of the 12 factors has an influence on the degree of sports participation (Seen in Table 8).

Table 8: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.851	12	3.238	6.773	.000 ^b
	Residual	51.149	107	.478		
	Total	90.000	119			

a. Dependent Variable: Degree of participate in sports

b. Predictors: (Constant), Education Level, EF-2, Vocation, Age, CF -1, SF -1, CF -2, EF-3, SF -3, SF -2, EF-1, CF -3

Results of Coefficients seen in Table 9 shown that cultural factors (CF -1 and CF -2), economic factors (EF-2), social factors (SF-1 and SF-3) and Age. The p-values of these six variables are less than 0.05, indicating that these six variables will affect the degree of sports participation; otherwise, the other variables in this case are not significant. The regression coefficient values of these six variables are respectively, which are greater than 0, it indicating that these six variables will have a positive impact on the degree of sports participation. Therefore, 6 research hypotheses are valid in this study, and 6 hypotheses are not valid in this case study.

All 12 factors correspond to VIF values less than 5, indicating that no co-linearity was produced. Meanwhile, the model formula of this study is as follows: Degree of participate in sports = 1.711 + 0.244 × CF-1 - 0.368 × CF-2 - 0.008 × CF-3 - 0.027 × EF-1 + 0.337 × EF-2 - 0.022 × EF-3 + 0.519 × SF-1 + 0.010 × SF-2 - 0.253 × SF-3 + 0.108 × Age + 0.020 × Vocation + 0.070 × Educational Status (Seen in Table 9).

Table 9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.711	.498	-	3.434	.001	-	-
CF -1	.244	.092	.269	2.669	.009	.523	1.912
CF -2	-.368	.123	-.310	-2.998	.003	.495	2.020
CF -3	-.008	.120	-.008	-.068	.946	.421	2.377
EF-1	-.027	.093	-.031	-.289	.773	.475	2.106
EF-2	.337	.099	.298	3.400	.001	.692	1.444

EF-3	-.022	.081	-.025	-.266	.791	.583	1.714
SF -1	.519	.098	.557	5.319	.000	.484	2.068
SF -2	.010	.110	.008	.089	.929	.596	1.679
SF -3	-.253	.099	-.242	-2.563	.012	.596	1.679
Age	.108	.048	.176	2.249	.027	.872	1.146
Vocation	.020	.064	.024	.312	.756	.917	1.091
Educational Status	.070	.059	.092	1.183	.239	.880	1.137

Note: Dependent Variable: Degree of participate in sports

DISCUSSION

Cultural Factor (CF)

Cultural factors significantly influence the identity construction of rural female sports. Traditional notions of gender roles deeply rooted in social norms impose limits on women's participation. Women often assume only family responsibilities, thus limiting their access to participation in sports. Furthermore, certain customs and beliefs regard women's participation in sports as inappropriate or taboo, further hindering their participation. However, a supportive home environment that encourages women's participation can positively influence women's confidence and willingness to engage in physical activity. To address these challenges, interventions must focus on changing traditional gender roles through education and media advocacy, challenging discriminatory practices and beliefs, and fostering supportive family environments that advocate for women's participation in sports.

Economic Factors (EF)

The economic environment also affects the identity construction of rural women in the field of sports. Limited local economic development leads to inadequate investment of sports facilities and resources, thus limiting access to sports for women. The uneven distribution of resources further aggravates the inequality of sports participation among the genders. Moreover, personal financial constraints present challenges for women to afford sports-related expenses. To improve women's participation in sports, we should focus on promoting economic development, enhancing the fairness of resource allocation, and providing financial support for women's sports activities.

Social Factors (SF)

Social factors such as public opinion, community support and family encouragement have a significant impact on women's participation in sports. Positive media accounts of women in sports can create a supportive environment that enhances women's self-esteem and motivation. Community-level initiatives, such as accessibility sports facilities and organized activities, could promote women's active participation in sports. Furthermore, support and encouragement from families play a key role in shaping women's attitudes towards sport. Efforts to promote women's participation in sports should emphasize strengthening public opinion and media support, strengthening community sports infrastructure, and creating a family environment that supports women's participation in sports.

In conclusion, addressing the multifaceted factors affecting women's sports participation in rural areas requires integrated strategies at the cultural, economic and social levels. By challenging traditional norms, improving economic conditions and creating a favorable social environment, we can allow rural women in Wanli City, Jiangxi Province to actively participate in sports, so as to promote their overall well-being and social progress.

CONCLUSION

This study recognizes the multifaceted benefits of rural women's participation in sports. Despite the increasing importance of sports for physical and mental health, the participation rate of rural women remains low due to cultural, social, and economic factors. This study aims to reveal this phenomenon by employing various research methods such as questionnaires, interviews, and participant observation. This research explores how sports participation affects rural women's cognition, attitudes, and behaviors, and identifies factors influencing their participation, including cultural traditions, social norms, and economic conditions. The identity construction of rural women through sports is a complex process involving social, cultural, and economic pressures.

Additionally, community-led initiatives play a crucial role in raising health awareness and creating an environment that supports sports participation. Despite its positive impact on the lives of rural women, barriers such as personal interests, family support, and social norms affect their participation in sports. To address these challenges, we encourage rural communities to organize a variety of sports activities to meet individual preferences. Meanwhile, promoting family involvement, supporting women's participation in sports, enhancing social support, and increasing media coverage to raise social awareness and commend sports role models are essential. Increasing government and organizational support is crucial to meet the demand for sports infrastructure in rural areas.

In conclusion, participation in sports greatly enhances the identity construction of rural women, improving their physical, mental, and social capabilities. By addressing existing challenges and promoting inclusive sports initiatives, we can foster healthier and more vibrant communities, enabling women to actively participate and benefit from sports activities. This study highlights the importance of promoting the overall well-being of rural women in Jiangxi Province through sports.

OVERCOMING BARRIERS TO SPORTS PARTICIPATION: STRATEGIES FOR RURAL WOMEN IN JIANGXI WANLI

According to the study of rural women in Jiangxi Bay area, we can see that enhancing women's self-awareness and self-confidence through sports participation is the key. This section presents viable strategies and recommendations for empowering rural women through participation in sports campaigns.

Systematic Physical Activity Should Be Undertaken In The Rural Communities

The significance of physical activity is not just about physical activity, it promotes cognitive development and self-confidence. The organized implementation of sports training programs can enable women to master sports knowledge, hone skills and enhance self-confidence in practice. Customized courses should integrate basic knowledge, skills, and emphasize personal growth.

Public Recognition Of Women's Achievements

Highlighting women's sporting achievements may increase their awareness and inspire wider participation. Promoting achievements such as international honors and world records can test women's strength and enhance their self-identity. Accurate, convincing data can help to demonstrate their athletic achievements.

Establishment Of a Women's Sports Club

The creation of women-focused sports clubs can create a supportive environment for skill sharing and empowerment. These platforms foster friendship, skills and collective pride, and confidence. Regular club activities and competitions enhance cohesion and provide a way to demonstrate skills.

Policy-Level Support And Input

Promoting women's participation in sport requires substantial policy support. The government and all sectors of society should increase investment in sports resources and infrastructure to create an inclusive environment. Policy interventions should reflect different age and interests, ensuring a pleasant learning experience.

Feedback Mechanisms For Continuous Improvement

Continuous evaluation and feedback loops are essential to refine strategies. Soliciting women's perspectives can identify challenges and inform targeted improvements. Constructive feedback guides the adjustment to ensure the sustained effectiveness of enhanced self-awareness and confidence.

Strengthen Social Support And Resource Input

The participation of rural women in sports in Jiangxi province needs strong social support and resource allocation. This section presents feasible steps to strengthen support networks and resource investment.

A Government-Led Policy Framework

The government should formulate policies to promote the participation of rural women in sports. The special fund should be given priority to the construction and maintenance of sports facilities as well as training funds. Policy implementation must resonate with community needs and enhance inclusive participation.

Cooperation With Social Organizations

Partnerships with social organizations use technical expertise to enhance policy implementation. Both parties jointly provide tailored sports training programs and diversified activities to enrich women's sports literacy. Collective efforts have enhanced the professionalism and popularity of rural women's sports.

Expand The Use Scope Of Sports Facilities

The facility expansion ensures inclusive participation by accommodating diverse age groups and interests. Maintenance work can maintain the service life of the facility and optimize the utility. Multifunctional venues have expanded accessibility and encouraged extensive participation.

Promote Physical Education And Awareness

Publicizing the benefits and fostering health awareness can foster active participation. Comprehensive publicity and targeted education through the media to enhance people's confidence to participate in sports. Important activities that bridge social disparities and promote overall well-being.

To Meet The Needs Of Rural Women

Addressing the limitations of rural women — both time or funding — requires tailored means of participation. Flexible forms of participation, such as family-oriented activities, enhance accessibility. Guidance services integrate women into sports and promote lasting participation.

Promote Sports Culture And Activities

In order to stimulate rural women in Jiangxi to participate in sports, it is imperative to cultivate vibrant sports culture and participation spirit. This section presents strategies for fostering enthusiasm and creating a supportive environment.

Colorful Sports Events And Activities

Regular, diverse activities covering traditional and modern sports stimulate female interest. Sports interaction can enhance friendship, enrich sports literacy and improve health awareness.

Strengthen Sports Publicity And Education

Using media platforms, we can pay attention to women's sports narrative and stimulate our enthusiasm. Targeted education and training can enhance the understanding of sports and foster long-term participation.

Advocate Social Participation

Comprehensive social support was obtained through forums and cooperation, enhancing the social significance of sports. Coordinated efforts to enhance public support and make more inclusive women.

Data-Driven Optimization

Systematic data collection guides strategic evolution to keep initiatives aligned with changing needs. Analyzing participation indicators can facilitate the improvement of iterative strategies and ensure continuous participation.

Tailored Solutions For Rural Women

Combined with local opinions, customize sports activities according to regional specific conditions to stimulate the enthusiasm for participation. Scholarships and talent development to cultivate women's sports prospects and enhance professionalism.

To sum up, many efforts are needed to improve the sports identity of rural women in Jiangxi Bay area. By prioritizing self-awareness, social support, and cultural reinforcement, we can achieve the sustainable development of women's sports participation. Continuous feedback integration and data-based strategies reinforce transformative efforts underpin enduring success and social enrichment.

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APPENDIX 1:

Questionnaire survey on sports identity construction of rural women

The purpose of this questionnaire is to understand the influencing factors affecting the identity construction of rural women participating in sports in Jiangxi Bay area. Your response will contribute to our research aiming to improve sports participation and social integration among rural women. Please do your best to answer the following questions honestly. The questions in the questionnaire are all single topics, and the corresponding answers are selected according to the actual situation. Thank you for participating in our questionnaire survey.

Part 1: Demographic information

Age : Under 25 Years; 26 To 35 Years; 36 To 45 Years; 46 To 55 Years; 56 To 65 Years.2.

Occupation: Planting; Breeding; Handicraft Making; Rural Housewife

Education Level: Primary School; Middle School; High School; University

Part 2: Degree of participate in sports

SP-1. How often do you attend sports in your daily life?

According to the following options, choose the options that meet your actual situation.

1 = No participation at all

2 = Very little participation

3 = One or two times a month

4 = One to two times a week

5 = Not less than three times per week

Part 3: Questionnaire on influencing factors of rural women's participation in sports in Jiangxi Bay area

In the questionnaire of influencing factors of rural women participating in sports in Jiangxi Bay area, three main influencing factors were constructed. That is, cultural factors, economic factors and social factors, where three questions are proposed in each influencing factor, see Table 1 in Appendix 1. The evaluation method of the questionnaire adopts Likert scale. The assessments ranged from 1 to 5, respectively, indicating respondents ranging from Strongly Disagree to Strongly Agree.

Table 1: Questionnaire on influencing factors of rural women's participation in sports

Variable	Question Item (IV)	Evaluation
CF (Cultural Factor)	CF-1. Traditional gender roles in our community hinder women's participation in sports.	1 = Strongly Disagree 2 = Disagree 3 = Undecided 4 = Agree 5 = Strongly Agree
	CF-2. My family's attitude towards women's participation in sports influenced my own willingness to participate in sports.	
	CF-3. Media campaigns and educational initiatives challenging traditional gender norms have positively influenced my perception of women's sports participation.	
EF (Economic Factors)	EF-1. The limited development of the local economy leads to insufficient investment in rural women's sports facilities.	
	EF-2. Inequalities in resource distribution increase the inequalities in gender sports participation in rural areas.	
	EF-3. Personal financial constraints are a significant barrier for rural women to pay for sports-related expenses.	
SF (Social Factors)	SF-1. The positive portrayal of women in the sports media has inspired me to participate in sports activities.	
	SF-2. Community-level initiatives, such as accessible sports facilities and organized activities, encourage me to participate in sports.	
	SF-3. My family's support and encouragement have greatly influenced my decision to participate in sports.	