

Survey on Sport Lottery Consumers' Purchasing Behavior in Beijing

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Abstract: To accurately depict the consumer characteristics of Beijing's sports lottery market and optimize offline channel layout as well as marketing service systems, this paper conducts an empirical analysis based on questionnaire data of Beijing sports lottery purchasers from four dimensions: demographic structure, lottery purchasing behavior, consumption willingness and in-store experience. The research indicates that the primary consumer group of Beijing sports lottery consists of well-educated young residents aged 18-30 with medium-to-high incomes, whose sports participation and event attention are far higher than ordinary citizens. Purchasing behavior is dominated by random, entertainment-oriented consumption. Instant scratch-off lotteries enjoy the widest consumer base, while sales of guessing lotteries are heavily reliant on large-scale sports events. Consumers prefer lottery retail stores within a one-kilometer radius of residential communities, and outlets located at transportation hubs deliver limited customer attraction. Most consumers acknowledge that digital facilities and themed activities can greatly boost consumption experience, whereas store decoration and basic services exert a weak influence on purchase frequency.

Keywords: sports lottery; purchasing behavior; consumption characteristics; physical retail stores; Beijing

1. Introduction

1.1. Research Background

Sports lotteries constitute a vital funding source for China's public welfare undertakings and national fitness programs [1], with offline physical stores acting as the core medium connecting lottery products to end consumers. As a city that has hosted both summer and Winter Olympic Games, Beijing boasts profound sports culture, abundant sports event resources and a sizable sports lottery consumption market, nurturing a uniquely representative urban consumer group. With the widespread prevalence of digital consumption and the upgrading of residents' leisure and entertainment demands, conflicts between traditional sports lottery sales models and diversified consumer needs have gradually become prominent.

A thorough understanding of local purchasers' actual consumption habits, purchasing motivations, store location preferences and service experience demands serves as the fundamental prerequisite for optimizing sports lottery product mix, rationally planning outlet distribution, innovating offline marketing campaigns and advancing digital upgrading of physical stores. Therefore, systematic analysis of purchaser profiles and consumption patterns based on consumer questionnaires collected by the Beijing Sports Lottery Administration Center carries great practical significance for enhancing operational efficiency of the capital's sports lottery channels and facilitating sustainable industrial development.

1.2. Research Content and Methodology

1.2.1. Research content

This paper is divided into four main sections: First, it sorts out demographic features of Beijing sports lottery consumers, including age, occupation, income, educational attainment, sports participation and risk preference. Second, it analyzes purchasers' consumption patterns, covering lottery penetration rate, purchase frequency, category preference and the impact of event cycles on consumption. Third, it explores purchasing motivations, consumption budgets, store location inclinations and willingness to patronize different types of retail outlets [2,3]. Fourth, it investigates consumers' perceptions of offline store services, facilities and digital transformation, summarizes existing market deficiencies and puts forward targeted improvement paths.

1.2.2. Research methodology

Questionnaire survey is adopted to study purchasing behaviors of Beijing sports lottery consumers. The questionnaire covers multi-dimensional indicators such as purchasers' age, occupation, purchasing habits, consumption willingness and in-store experience [4]. Surveys were distributed on-site to customers at physical sports lottery stores. A total of 200 questionnaires were issued, among which 196 valid responses were retrieved.

Descriptive statistical analysis is performed on valid survey data: sample proportions and distribution characteristics of each dimension are calculated to outline the overall consumer portrait and behavioral preferences. Correlations between sports event attention, occupational

categories and purchasing behaviors are explored. Four types of cross charts concerning occupation, event attention, lottery categories and purchasing motivations are adopted to visually illustrate internal logical relationships among variables.

2. Demographic Composition and Basic Characteristics of Beijing Sports Lottery Consumers

2.1. Age Structure: Young Adults Form the Main Consumption Force

Sample statistics reveal that respondents aged 18-30 account for 50% of all purchasers, forming the absolute core consumer group. The 30-42 age bracket and 42-55 age bracket each take up 21%, while middle-aged and elderly consumers occupy a relatively small share. Younger generations are more receptive to new concepts, sports events and betting games, functioning as the primary growth engine of the sports lottery market.

2.2. Occupational Distribution: Full-time Students and Professional Technicians Dominate

Full-time students make up 30% of lottery purchasers, followed by professional technicians at 21%. In terms of purchase penetration rate, 90% of administrators in government agencies, enterprises and public institutions have bought sports lotteries, alongside 86% of retirees, 67% of clerical staff and 58% of commercial service workers. Samples of employees engaged in agriculture, forestry, animal husbandry, fishery, manufacturing and transportation are insufficient and thus excluded from statistical analysis. Overall, groups with stable incomes and ample spare time demonstrate higher lottery participation.

2.3. Income and Consumption Scale: Small-sum Entertainment Consumption Prevails

The average monthly income of surveyed consumers stands at approximately 10,000 RMB, and lottery expenditure only accounts for a tiny fraction of personal revenue. 66% of respondents spend no more than 50 RMB on sports lotteries monthly, and 63% cap their single purchase at under 100 RMB. Consumers generally view lottery buying as a low-cost leisure activity with no demand for large-stake betting.

2.4. Educational Attainment: Highly Educated Purchasers Are Highly Concentrated

91% of lottery holders hold a bachelor's degree or above. This well-educated cohort possesses a more comprehensive understanding of sports lotteries' public welfare nature and game rules, with stronger awareness of rational lottery purchase and relatively conservative risk appetite.

2.5. Risk Preference and Sports Participation Traits

From the risk perspective, 51% of consumers are risk-conservative, pursuing stable returns and avoiding high-risk bets. Affordable instant scratch-off lotteries can well satisfy their demands. Regarding sports participation,

71% of respondents maintain weekly physical exercise, and 70% follow various sports events on a long-term basis. A notable positive correlation exists: higher sports participation corresponds to stronger willingness to buy lottery tickets.

3. Analysis of Purchasing Behaviors of Beijing Sports Lottery Consumers

3.1. Lottery Category Preference

60% of all respondents have purchased welfare lotteries, and 53% have bought sports lotteries. 64% of consumers show no fixed preference between lottery types and make random purchases when passing retail stores, while merely 36% actively prioritize sports lotteries. It can be concluded that most lottery purchases represent aimless random consumption, and sports lotteries have not cultivated a stable exclusive customer base yet.

Instant scratch-off lotteries boast the highest acceptance rate, with 59% of respondents having purchased them. Featuring low entry barriers and instant prize redemption, they deliver prominent entertainment value suitable for all age groups. Lotto-style sports lotteries rank second with a purchase ratio of 51%. Guessing lotteries attract the smallest crowd at 44% due to higher gameplay thresholds and heavy reliance on event supply.

3.2. Positive Correlation between Purchasing Behavior and Sports Event Attention

Data indicate that consumers with closer attention to sports events exhibit a significantly higher lottery purchase ratio than those who follow events occasionally or never. Sports events serve as the core medium driving consumption of guessing lotteries, and the integration of sports content and lottery products holds the key to lifting consumption conversion rates.

During major sports tournaments, purchase frequency of guessing lotteries rises sharply. By contrast, over half of instant and lotto lottery consumers maintain steady consumption volume with no obvious growth. The consumption bonus brought by mega-sports events only benefits guessing products; other lottery categories lack effective linkage with sports events and fail to share the traffic dividend.

3.3. Random and Impulse Purchasing as the Mainstream Pattern

78% of respondents lack fixed lottery-buying routines, and only 7.6% purchase tickets two to three times per month. High-frequency loyal purchasers account for an extremely low proportion. The whole market is dominated by occasional, impulsive consumption, with insufficient cultivation of long-term loyal customers.[5]

93% of purchasing behaviors take place under three scenarios: during major sports competitions, on commuting routes, and while shopping and passing by retail stores. Very few consumers take the initiative to make special trips to buy lotteries, meaning incidental

encounters constitute the primary foot traffic source for offline sales.

3.4. Strong Correlation with Sports Participation and Conservative Risk Appetite

In terms of sports participation, 71% of respondents keep weekly exercise habits and 70% follow various sports events consistently. A remarkable positive correlation proves that deeper engagement in sports fuels greater willingness to purchase lotteries.

On risk preference, 51% of purchasers are conservative and inclined to avoid high-risk wagers. Low-priced instant scratch-off lotteries fit their consumption demands perfectly.

3.5. Core Purchasing Motivation: Leisure and Entertainment as Primary Demand

73% of consumers regard lottery purchase as a daily leisure and entertainment activity. Winning prizes ranks as a secondary objective for 40% of respondents, and 25% make casual impulsive purchases. The data verify that spiritual entertainment rather than profit-seeking constitutes the core demand for buying lotteries, and low-cost, lightweight products better align with market needs.

3.6. Consumer Preferences for Store Distance and Business Format

85% of consumers take proximity to residential housing as the top consideration when choosing a store. 68% of frequently visited outlets lie within a one-kilometer radius of respondents' homes, 20% fall in the 1 – 3 kilometer range, and foot traffic drops drastically for stores over three kilometers away. In terms of distance satisfaction, 76% of respondents consider the distribution of neighborhood retail outlets reasonable, and the current community-based layout basically meets basic consumption demands.

Stores located at transportation hubs demonstrate weak customer attraction: only 33% of consumers are willing to visit them actively, 44% hold neutral attitudes, and 23% refuse to patronize such outlets. Hub stores can only capture transient random passers-by and fail to foster stable repeat purchases. Outlet planning should prioritize covering mature residential communities, while site selection at transportation hubs needs prudent evaluation.

Consumers rank their favorite store formats from highest to lowest preference as follows: comprehensive mixed lottery stores (selling both sports and welfare lotteries) at 44%, exclusive sports lottery stores at 31%, small micro retail shops at 11%, chain convenience stores at 10%, and exhibition experience centers at merely 4%. Comprehensive mixed stores offer full product ranges and diversified choices, satisfying consumers' one-stop purchasing demands.

3.7. Consumer Experience Evaluation of Lottery Retail Stores

Generally speaking, most consumers do not stick to a single fixed store. Nevertheless, among long-term purchasers motivated by personal habits, entertainment

needs and public welfare recognition [6], 75% develop loyalty to one specific outlet. Loyal customers are highly dependent on store services, shopping environment and interpersonal bonds with store operators; refined customer relationship management can effectively boost repurchase rates.

Regarding satisfaction with basic services, 83% of consumers express satisfaction with in-store staff service quality. In terms of demand for digital facilities, 73% of consumers agree that installing digital equipment such as large event display screens and self-service prize redemption machines can substantially elevate shopping experience, laying solid market ground for store digital transformation.

As for offline campaign effects, 58% of consumers state that store-themed activities can increase their purchase frequency. However, store decoration upgrades and basic environmental optimization only influence 54% of consumers, exerting limited driving force on consumption volume. Overall, hardware decoration is not core competitiveness; deploying digital facilities and launching regular themed marketing activities represent critical measures to boost foot traffic and purchase frequency.[7]

4. Existing Market Problems and Countermeasures

4.1. Unbalanced Product Structure & Severe Foot Traffic Shortage for Guessing Lotteries in Off-Seasons

Instant scratch-off lotteries attract broad consumers yet lack regular supporting marketing campaigns. Guessing lotteries are highly tied to major sports events [8], leading to plummeting sales during tournament gaps. There is a shortage of complementary products and activities to offset off-season consumption declines.

It is essential to optimize differentiated product operation and balance sales volume across peak and off-seasons. During peak tournament periods, guessing lotteries shall be prioritized with event-linked themed campaigns launched to build fan social spaces in stores and fully capitalize on event-driven foot traffic. In off-seasons, instant scratch-off lotteries shall serve as flagship products, with limited-edition tickets themed around national fitness and the Olympic Games rolled out to fill the traffic gap left by guessing lotteries. Publicize the unique sports attributes of sports lotteries, highlight differentiated strengths in sports, fitness and public welfare, and strengthen brand distinction from welfare lotteries.

4.2. Homogenized Outlet Layout & Lack of Differentiated Store Formats

Stores at transportation hubs fail to deliver expected customer attraction, resulting in substantial waste of site resources. Small convenience stores, comprehensive mixed outlets and exclusive sports lottery stores feature homogeneous functions, with a lack of characteristic themed stores tailored to segmented groups including young adults and elderly residents.

Optimization of sports lottery outlet layout is urgently required. Additional comprehensive mixed lottery stores shall be deployed within the one-kilometer circle of mature residential communities to satisfy consumers' demand for nearby purchases. Transportation hub outlets shall be set up cautiously, positioned to capture random passing customers only. Differentiated store construction shall be implemented: community stores focus on convenient services and public welfare publicity targeting middle-aged and elderly fitness enthusiasts, while commercial district stores shall be equipped with large event screens to create immersive game-watching spaces for young consumers.

4.3. Low Digitalization Level of Physical Stores & Insufficient Marketing Campaign Supply

Most retail stores only provide basic lottery printing functions, with low penetration of large event screens and self-service terminals. The frequency of in-store themed activities remains low, failing to continuously activate foot traffic via sports event and national fitness themes. A refined loyal customer maintenance system is absent, and tiered operational strategies have not been implemented for repeat purchasers.

Accelerating digital upgrading of physical stores and improving supporting hardware facilities is valuable for elevating consumer service experience. Promote comprehensive digital transformation of outlets by uniformly equipping high-definition event screens, self-service prize redemption terminals and intelligent publicity devices. Digital equipment can broadcast real-time updates of sports events and winning information to deliver immersive lottery-buying experiences. Online store communities shall be built to push event previews and exclusive activity benefits, enabling integrated online-offline traffic circulation. [9]

Tiered targeted marketing is recommended to expand diversified customer groups [10]. For young consumers aged 18 – 30, cooperate with universities and commercial districts to launch fun instant lottery check-in events and mini game-watching salons, alongside trendy themed scratch-off tickets designed for youth demographics. For government staff and retirees, promote the public welfare philosophy of sports lotteries through community national fitness activities and develop low-threshold, conservative small-sum lotto products. Establish a loyal customer maintenance mechanism, providing exclusive event information and benefits for long-term fixed purchasers to enhance repurchase stickiness.

5. Conclusion

Based on questionnaire research on purchasing behaviors of Beijing sports lottery consumers, this paper systematically depicts purchaser portraits and their consumption patterns. Key conclusions are summarized as follows:

First, Beijing sports lottery consumers are predominantly well-educated young adults aged 18 – 30 with stable incomes and active sports participation. Their core purchasing motivation lies in low-budget

entertainment, and random incidental buying constitutes the mainstream consumption mode.

Second, purchasing behaviors show a strong positive correlation with attention to sports events. Instant scratch-off lotteries cover the widest consumer base, while sales of guessing lotteries display obvious periodic fluctuations aligned with sports tournaments.

Third, consumers prefer comprehensive mixed lottery stores within a one-kilometer radius of their residences, and outlets at transportation hubs demonstrate weak traffic conversion capacity. Digital facilities and offline themed activities can significantly boost shopping experience and purchase frequency, whereas store decoration has limited consumption-stimulating effects.

Fourth, the current market faces multiple challenges: single customer structure, insufficient loyal consumers, unbalanced product sales between peak and off-seasons, lack of differentiated outlet layout, and inadequate store digitalization and marketing campaign supply.

To advance high-quality development of Beijing's sports lottery market, five major measures can be adopted: implementing tiered targeted marketing, balancing product performance across peak and off-seasons, scientifically distributing retail outlets, pushing forward store digital transformation, and holding regular themed activities. Leveraging Beijing's abundant sports resource advantages, we shall further strengthen the dual sports and public welfare attributes of sports lotteries, continuously optimize the offline terminal service system, and better satisfy residents' diversified leisure lottery purchasing demands.

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