

Study on influencing factors of college students' willingness to participate in professional competitions

-- Take advertising major of Zhuhai College of Science and Technology as an example

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Abstract: At present, promoting learning through competition has become a new way of personnel training in universities, which has been widely used and popularized in the field of discipline teaching reform in our country. The key to practice promoting learning through competition as the main participants is to mobilize students' enthusiasm and improve their willingness to participate in the competition. It also plays a positive role in discipline construction and development. Taking advertising majors as the research objects, this paper discusses the current situation and influencing factors of college students' participation in professional competitions by the method of literature research and questionnaire survey, and analyzes the model of influencing factors of college students' willingness to participate in professional competitions by using SPSS 27 software. The results show that advertising students are willing to participate in professional competitions, and most of them recognize the positive role that professional competitions bring to their self-development; The improvement of personal characteristics and comprehensive ability has a significant positive impact on the improvement of college students' willingness to compete.

Key words: professional competition; Influencing factors; To promote learning

Foreword

Nowadays, more and more colleges and universities actively organize college students to participate in professional competitions, and take professional competitions as the "test field" of teaching achievements through the way of promoting learning. However, many students do not want to participate in the competition, the results are not ideal, which is the urgent problem for many colleges and universities to train creative talents. The advertising major of Zhuhai College of Science and Technology has won many good achievements in the National Advertising Art Design Competition For College Students and Academy Award of Advertising Festival of Chinese College Students held over the years. This paper makes a survey on the current situation of advertising students' willingness to participate in professional competitions in Zhuhai College of Science and Technology, aiming to make some suggestions for private colleges and universities to set up professional courses and make plans for training applied talents, and improve competition ability.

1. Research the current situation

1. Existing research and discussion

The participation of college students in professional competitions is not only conducive to promoting individual development, but also can effectively promote the innovation and development of university disciplines. Create a human-centered teaching environment to stimulate students' willingness to participate in competitions. Scholars Chen Suyue and Chen Meng's Study on the Influencing Factors of College Students' Participation in Discipline Competitions also hold that the development of college students' discipline competitions is rapid in China, and the phenomenon of college students participating in discipline competitions is common. However, the motivation of college students to participate in discipline competitions is diversified, so it is important to understand the key factors that affect their participation and put forward the optimization of the discipline competition mode in colleges and universities. Based on the existing research, this paper will explore the influencing factors of college students' willingness to participate in the competition as the main research problem, in order to supplement the shortcomings of the current research, and as far as possible to draw a general and scientific conclusion.

2. Variable design and research hypothesis

In this study, comprehensive ability improvement, personal traits, utilitarian motivation, school competition atmosphere and interpersonal relationship were designed as independent variables, and participation intention was designed as dependent variables. The improvement of comprehensive ability refers to a person's comprehensive quality in the aspects of knowledge level, moral cultivation and various abilities. As a stage to test students' professional ability, participation in professional competitions can reflect students' comprehensive quality to a certain extent, and play a positive role in college students' self-improvement and self-improvement. Personal traits refer to the relatively stable thought and emotional mode of an individual, such as initiative, loyalty, etc., which become the motivation source for an individual to participate in professional competitions. Utilitarian motivation means that organizations and individuals design appropriate rewards for specific goals, such as bonus, credit, postgraduate entrance examination, postgraduate protection and so on. School competition atmosphere refers to students' cognition of professional competitions. Competition venues, resources and good school competition atmosphere lay a solid foundation for enhancing students' participation in professional competitions. Interpersonal relationship includes teacher-student relationship and peer relationship. If the willingness to compete is positively affected by the interpersonal relationship around, it will help stimulate students' willingness to participate in professional competition. Participation willingness refers to the consciousness of students

to participate in professional competitions, stimulates students to make decisions to participate in professional competitions, and stimulates students to participate in professional competitions. To sum up, this study puts forward the following hypothesis:

H1: The improvement of comprehensive quality has a significant impact on the willingness of college students to participate in professional competitions.

H2: Personal characteristics have a significant impact on college students' willingness to participate in professional competitions.

H3: Utilitarian incentive has a significant impact on college students' participation in professional competitions.

H4: School competition atmosphere has a significant impact on college students' participation in professional competitions.

H5: Interpersonal relationship has a significant impact on college students' participation in professional competitions.

2. Research design and analysis

1. Pre-investigation

The objects of this survey are advertising students in Zhuhai College of Science and Technology. A total of 35 questionnaires were collected in the pre-survey. The questionnaire test results showed that the coefficients of comprehensive ability improvement, personal traits, utilitarian motivation, school atmosphere, interpersonal relationship and participation intention were all above 0.9, and the KMO value was $0.761 > 0.6$. The five main factors extracted could reflect 79.3% of the total table information. Therefore, this questionnaire can be considered to have a certain degree of reliability and validity. After the questionnaire was officially issued, 250 valid questionnaires were finally collected. Among them, 19.6% were males and 80.4% were females, and the proportion of females was relatively high or related to professional nature. In addition, the subjects included freshmen, sophomores, juniors and seniors, accounting for 20.4%, 24.4%, 29.6% and 25.6%, respectively. The sample distribution was balanced.

2. Linear regression analysis

The questionnaire data were screened and sorted, the mean value of each variable was processed, and then input into SPSS 27 software. The data results are as follows.

The results of linear regression analysis are shown in the table

	Unnormalized coefficient	Standardized coefficient	t	P	VIF
(Constant)	0.122		0.539	0.590	
Personal Traits	0.175	0.170	2.925	0.004	1.976
Overall qualities	0.648	0.583	8.903	0.000	2.505
Utilitarian Incentives	0.034	0.032	0.510	0.610	2.276
School atmosphere	0.006	0.006	0.113	0.910	1.563
Relationships	0.058	0.054	0.976	0.330	1.769
Adjusted R square			0.574		
F			68.025		
P			< 0.001		
Dependent variable: willingness to compete					

As can be seen from the figure above, the model has a good fit, and the influence degree of the independent variables participating in this regression analysis on the dependent variables reaches 57.4%, that is, the regression model can better explore the influencing factors of participation intention. p value < 0.001 , that is, at least one independent variable can significantly affect the participation intention of the dependent variable. According to the regression coefficients of the five independent variables, personal traits and comprehensive qualities can significantly positively affect the willingness to participate in the competition, and the influence coefficients are 0.175 and 0.648, respectively. However, the three independent variables, school atmosphere, interpersonal relationship and utilitarian incentive, did not significantly affect the intention to participate in the competition. Finally, the regression model also passed the diagnostic analysis of three dimensions: collinearity, serial correlation and residual normality. The VIF values of the 5 independent variables involved in this study are all less than 5, DW=1.950, and the contour of the residual histogram is basically consistent with the normal curve. Therefore, it can be judged that the final conclusion drawn by this regression model is true and reliable, and can reflect the causal relationship between the independent variable and the dependent variable.

3. Discussion of the results

(1) Students majoring in advertising are more willing to participate in professional competitions

In this questionnaire survey, more than 50% of the students said that they would participate in professional competitions in the future, which indicates that most of the students hold a positive attitude toward professional competitions, and 40% of the students said that they would recommend others to participate in professional competitions, but they have some hesitation and selectivity about whether they will participate in professional competitions in the future, and they have no confidence in their own competition ability. They don't think they can win in the competition. For students majoring in advertising, the lack of guidance from professional teachers and the school's failure to provide sufficient resources and equipment support have all become factors that reduce students' willingness to participate in professional competitions.

(2) Personal characteristics and comprehensive ability improvement factors have a significant impact on college students' willingness to participate in professional competitions

As can be seen from the above data results, personal characteristics and comprehensive ability improvement factors have a significant positive impact on college students' willingness to participate in professional competitions, while the other three influencing factors, utilitarian incentive, school atmosphere and interpersonal relationship, are not the main driving forces for college students to participate in professional competitions. The reason is that students with strong personal characteristics and comprehensive ability have a more rational and professional understanding of professional competitions, and will consider the difficulties encountered in participating in professional competitions while taking into account the advantages of participating in professional competitions. They have a more similar understanding of the value of participating in professional competitions, so they are more positive and firm in their willingness to participate in professional competitions. At the same time, the improvement of personal characteristics and comprehensive ability are the internal characteristics of students, while the other three influencing factors are the external environment incentive. The analysis results show that the improvement of students' professional competition willingness needs to start from the students themselves, and the external environment incentive only serves as an auxiliary means to improve students' professional competition willingness, and fails to have a significant impact on the improvement of college students' professional competition willingness.

3. Summary and reflection

The key for colleges and universities to truly promote learning through competition lies in the positive interaction between teachers and students. Students are the main body, and their subjective initiative should be properly stimulated, such as collecting information related to the competition according to the type of track suitable for them, consulting the information of awards in previous competitions, etc., to enhance the awareness of autonomy in participating in professional competitions. The process of creating and solving difficulties is the process of college students' self-education, self-cultivation and self-improvement, which is also conducive to realizing the positive interaction between students and the construction of learning style. Of course, the good competition atmosphere provided by colleges and universities can also escort students to participate in professional competitions and improve the competitiveness and performance level of college students. In addition, there are still some shortcomings in this study. For example, the number of female samples is more than that of male samples, or the data results may be biased. The limitations of sample data affect the analysis results to a certain extent, in order to continue to improve in subsequent studies.

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