



Driving the Chinese winter downhill skiing market through the 2022 Beijing winter Olympics

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Abstract

On the evening of February 4, 2022, the world's attention will focus on Beijing, and the world will enter the "Beijing Winter Olympics time". This makes the "Winter Olympics economy" also a hot word. China also hopes to influence more people to ski through the Winter Olympics and has launched major measures to drive many funds into the field of ice and snow and develop the ice and snow economy. However, large-scale population studies have yet to demonstrate the effect of the Winter Olympics on people's willingness to ski.

This study aimed to investigate the impact of the 2022 Beijing Winter Olympics on people's willingness to ski. In doing so, using quantitative research methods, and reviewing the relevant literature on consumer behavior and sports business, taking into account that the current society is in the midst of the Covid-19 pandemic virus, which has largely affected people's lives and may also change Consumer behavior, therefore, review the literature on the impact of COVID-19 on psychological factors in consumer behavior. An online questionnaire was used to survey 123 people of different backgrounds, and the hypotheses proposed in this study were tested using SPSS software, including linear regression analysis, independent samples T-test, and one-way ANOVA.

The results show that the 2022 Beijing Winter Olympics have no substantial impact on the willingness to ski of people from different backgrounds, but there are significant differences among the people who have watched the Beijing Winter Olympics. It is concluded that the 2022 Beijing Winter Olympics can increase the willingness to ski of the people who have watched the competition, while the effect on the people who have not watched the competition is not obvious.

Finally, some suggestions for future research are made. future research should focus on researching a comprehensive survey of sports consumers at the micro-level, studying how to receive information from the direct environment, how to learn, memorize and store this information, analyze how they form and change individuals' attitudes towards products and themselves, conduct market segmentation, and target specific groups of people to participate in skiing.

Keywords/tags (subjects)

2022 Beijing Winter Olympics, Covid-19, consumer behavior, sports business

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1 Introduction

Downhill skiing in China started relatively late, coupled with the venue, equipment, climate and other constraints, the development speed is relatively slow. People's quality of life has gotten better to some extent as society has progressed, but also China has vigorously promoted the development of sports, people's sports and health concepts have improved, and skiing has gradually been integrated into people's lives (Wang, 2003.)

In north China. Because of the regional environment and climate characteristics, it has become the main area to promote skiing and develop China's skiing industry. In recent years, with the enhancement of national quality. With the improvement of social civilization and the change in social needs, the total of ski areas in China continues to grow, as well as skiing officially enters people's life. The emergence of this phenomenon lets us see Sports' vigorous development in China and a great development prospect for the ski industry.

The successful bid for the Beijing Winter Olympic Games has provided an excellent opportunity for Alpine skiing development in China. At present, they provide a good development policy for the development of skiing. More and more skiing equipment and facilities have been installed throughout the country, and more and more skiing events have been held successively. Although China has unique natural resources and a good momentum of development, there are still many disadvantages such as weak awareness of skiing, insufficient research on industrial development, and outdated business model. The mediation of the previous Winter Olympic Games had a significant impact on the growth of the host country's sports cause. The Chinese ski industry is still at a relatively primary level and has not cultivated enough mature ski consumers (Hong, 2021). By analyzing the current situation of China's ski industry, exposure and the promotion effect of the 2022 Winter Olympics on the ski industry and aims to increase the number of people who ski in China and identify the facts and motivations that make people interested in downhill skiing. In order to achieve this goal, it is necessary to conduct research on sports business and consumer behavior: when and where consumers search for information, what are the main motivations, how to make purchase decisions, and what needs to be considered in the decision-making process. This research is carried out as a quantitative study. The data were collected utilizing an online survey, and the multiple-choice questions have been evaluated using the SPSS program.

1.1 Background

Skiing has long been a popular sport in Europe and other mature markets and has formed a solid cultural foundation. Many skiers will travel as a family. In the snow season, the whole family will go to the ski resort for vacation and ski for a week. Skiers can become household stars in Europe and America. In China, skiing is an unpopular sport, and only a few people who love skiing have realized the Consumption pattern of European and American skiing.

While China shone at the Summer Games, its success at the Winter Games remains mixed and the country hopes to turn the tables in 2022. But it is also an opportunity to boost the economic momentum of the northeastern provinces. Thanks to the new "winter tour." Because these provinces have been in crisis since deindustrialization. These tourist attractions could save them. The school even promotes skiing to stimulate the interest of residents from an early age. A lot of stars have started to speak for skiing, and all kinds of variety shows and movies related to skiing have appeared. This basically sends out the signal, and shows the support for the skiing sport, in winter there are many areas in northeast China that like to go skiing. There were natural conditions for cold weather in the north, but this had not yet spread. As the popularity of the Winter Olympics has spread, more and more people are willing to go skiing resorts. And since the pandemic hit, some people cannot fly to Switzerland or other countries to experience skiing, and it's good to spend money at home, so ice sports are booming (The Chinese Ski Market: between the COVID-19 and the Winter Olympics, 2020.)

For ordinary people, exercise is a way to improve their physical health. But in fact, sports can also promote the development of related industries. For example, if a person likes sports very much, he or she is likely to sign up for a gym membership or go to study especially. This also promotes many enterprises and increases people's consumption to a certain extent. And this kind of consumption usually can improve people's physical quality, so the publicity campaign to increase the time of exercise, is good for the development of the whole society.

1.2 Motivation for the research

Industry-specific motivation

Globally, the ski markets in North America and Europe have become relatively stable, while the ski businesses in Japan and South Korea are even declining. China is the only growing market, and the expansion of the Chinese market will lead to the expansion of the global market (Li,2021.)

By the 2022 winter Olympics, most ski events will be held at Zhangjiakou station. The site plans to invest 76 billion yuan! The work will be huge because China starts from scratch. The advantage of the Chinese market is that it is now at its peak. China is living in the Alps since the 1970s. The excitement around this approach is at its peak, with plans to invest heavily and the number of skiers continues to grow. This market is more promising than ever! China's ski resorts should even catch up with Switzerland in two years (in terms of profits). President Xi of China established the national winter sports model of development. The number has fallen, with a target of 300 million fans (including 120 million skiers) by 2022. This will give the country more and more athletes and maximize their chances of winning medals at the Winter Olympics. The bet is far from winning because of China's lack of winter sports culture. However, as China's epidemic prevention and control continue to take effect, many industries in China are starting to recover, including domestic tourism. Moreover, even if outbound tourism is closed, outbound tourism has not stopped attracting Chinese attention. During the outbreak, the rules of the game have changed, and those who can successfully seize these development opportunities are expected to take the lead in forming a competitive advantage in the market recovery (Zhang et al, 2017.)

Personal motivation

With the approaching of the Winter Olympic Games, skiing has been growing, and the market prospect behind it is very broad. On the one hand, China has a very good natural environment to provide skiing places, so there is no need to invest too much. On the other hand, some areas have the habit of skiing, coupled with the introduction of various policies to support the Winter Olympics, so a lot of people will find that more and more people will choose skiing during the Winter Olympics to spend this winter. This also shows that the future market prospect of this industry is very broad. So, I think it's a very interesting research topic.

1.3 Research problem, objective and questions

Winter ski tourism is a nascent industry that has just started. The development of winter ski tourism can drive the growth of related industries and promote the rapid development of the local economy. Sports tourism has been widely developed around the world. According to the forecast of relevant experts, sports tourism will become one of the hottest industries in the world. Sports ice and snow tourism is a unique tourism resource in some Chinese cities. Reasonable and effective development will expand the huge development space for the sports industry. Since Beijing was awarded the right to set up the Winter Olympics in 2022, more than 300 million people in China have participated in skiing, of which 72.04% are one-time skiers. China has a population of more than 1.4 billion, but only 20.9 million skiers. Now skiing is a very unpopular sport in China (Wu, 2019).

The host countries of the previous winter Olympics have brought a great impact on their ski market. At present, China's ski market is still facing many problems. They are trying to use the Winter Olympics to drive the ski market and have made some efforts to this end. Reading and analyzing the growth of China's skiing business in recent years, as well as the impact of the Winter Olympic Games on the skiing market, the author concludes that China's skiing market needs to be explored and is expected to become the world's largest skiing market. Further research into the impact of the Winter Olympic Games on China's skiing market would be extremely beneficial. Problems need to be identified before making recommendations. Therefore, after consulting and analyzing a large number of pieces of literature, this paper mainly answers the following important questions:

Will the 2022 Beijing Winter Olympics affect Chinese people's willingness to ski?

These following questions are to help answer the research question:

Will that be different in willingness by genders?

Will that be different in willingness by income level?

Will that be different in willingness by age group?

Will that be different in willingness by area?

Will that be different in willingness by education background?

Will that be different in willingness by Skiing experience?

Will that be different in willingness by people who watch the 2022 Beijing Winter Olympics or not?

This study will narrow the search direction of the literature content according to the above questions to ensure that the appropriate literature is found more accurately and design the questions of the questionnaire according to these factors, decide which data to collect, from whom, and conduct quantitative research methods, Finally, SPSS was used to analyze the data.



Figure 1. Structure of the thesis

2 Literature Review

2.1 Key concepts of Consumer behavior

The following processes comprise consumer behavior: searching, choosing, buying, and utilizing goods, services, and experiences that satisfy consumer needs or desires. Consumer behavior teaches you how individual and social factors impact consumer decisions and how people buy things. An organization may establish marketing strategies to attract and retain customers, as well

as products and services to fulfill their demands if it has a thorough understanding of present and potential customers (Pedersen & Thibault, 2021.) But the consumer is a rash, irrational decision-maker. Consumers are perceived to be passive, open, and vulnerable to outside influences (Zaichkowsky, 1991) It is necessary to identify factors that may influence behavior in an attempt to decide the situational conditions that influence behavior. The task of clarifying a condition is made easier by first determining which behavioral factors determinants should be assigned to people and stimulus objects. Human characteristics can be observable (for example, gender, approximate age, weight, and height) and unobservable (for example, personality, intelligence, occupation, and skills). Such traits can be thought of as characteristics of people who are context-independent. Such as if the person is observed in a restaurant rather than a department store, these features are not affected (Belk, 1975.)

The same is true of sports. To sell more tickets, sell more sneakers, or attract more players and teams to a league, sports organizations need to know their customers and potential customers well. The more it knows about these group movement organizations, the better it can design goods and services to meet the recruitments of these customers, design marketing messages to attract new customers and retain existing customers and target those messages most likely to receive them. Although no two people are exactly alike, people often have certain characteristics in common. A standard practice in marketing is to group or segment people based on common characteristics. In marketing terminology, a group with some common characteristics is called a market segment. Marketers then choose to focus their efforts on one or more identified market segments. The selected market segment is called the target market. Products and services are designed to meet the needs of the target market. Marketers often divide sports consumers based on their motivations, perceptions, and attitudes. Consumers build these attributes from experience, which may depend on their interests and perspectives. Sports consumers are often emotionally and psychologically involved in their sport. Many athletes and fans define themselves by their sporting identity. Consumer needs and motivation, perception, attitude, participation, identity, and loyalty, each of which can be used to understand sports consumers. (Pedersen & Thibault, 2021.)

2.2 Consumer behavior

Consumer behavior mainly studies how people's emotional, psychological, and behavioral responses before consumption affect purchasing decisions, and how to make purchases to meet their needs and desires. To investigate consumer behavior, researchers employ concepts and ideas from a variety of fields, which include economy, psychology, and physiology, the consumer behavior research is critical. The consumption process includes a variety of emotional aspects relevant to need formation, motivation, attitude development and change, pattern recognition and choice, and communication style. Studying the laws that govern their activities will broaden our general understanding of human behavior. As a result, the analysis of consumer behavior has broad theoretical implications, which can assist marketers in analyzing the characteristics influencing consumers' shopping behavior. The effective value of studying consumer behavior would be multifaceted. Individual consumer behavior actions will affect many organizations, such as road transport, raw material production, and business distribution, and have a more significant impact on the quality or even decline of some organizations. As a result, consumer behavior plays leads to the rise and drop of the whole business organizations (Radu, 2019.)

Given the prevalence of routine behavior and the impact of long-held generalizations, making meaningful decisions after carefully analyzing various options are the exception rather than the guideline. However, consumer behavior is not irrational in the sense that it is not capricious or incomprehensible. Although theories about impulsive behavior occur from time to time, and individual behavior often diverges from that of large groups of consumers (Katona, 1968). Consumer behavior is more than just how people buy tangible goods like soap and cars. It also includes the use of services and activities by consumers. Furthermore, consumer behavior does not always reflect individual behavior. A group of friends or family can arrange a birthday celebration or decide where to eat a meal instead of by mobile, online networks, messaging, or text. When buying a car, for example, one or more family members can act as information gatherers by researching various models. Individuals involved in consumer behavior can also take on one of these roles (Hoyer et al, 2012.)

Consumers' economic status has a huge impact on their consumption level and scope, as well as the level of spending and acquiring power. When employment and income increase, people's confidence will also increase, which will naturally increase the consumption propensity of the entire

society, and ultimately curb the economic downturn and promote economic development. Consumption is a way for humans to fulfill their own wishes and preferences by purchasing consumer goods. Consumption includes the causes of consumers' needs, how they have been met, as well as the relevant variables that impact their decisions (Gajjar, 2013). Income is a very important and differentiated demographic variable because it indicates the ability or ability of consumers to buy products. Marketers assume a relationship between a person's income and his or her spending behavior, and thus segment the market based on income level. As consumer incomes rise, spending on food and infrastructure declines as a percentage of total spending (New, 2020.)

The consumer's lifestyle is another significant factor determining their purchasing behavior. How a person lives in a community, expressing himself or herself through his or her possessions, is defined as his or her lifestyle. It must be affected by the customer's preferences, opinions, and activities, and it shapes his behavior and interaction patterns in general. Personality differs from one person to the next, over time, and geographically. As a result, it has a large influence on customer purchasing behavior. Personality is defined by a person's actions in various situations, not by what they wear. It possesses characteristics such as dominance, aggression, and self-confidence, all of which are important in determining consumer behaviors toward a particular product or service. The level of motivation of customers will influence their purchasing behaviors. Everyone has different physiological, physiological, social, and so on needs. Some needs are more pressing than others due to the nature of the needs. As a result, when it becomes more urgent to guide people to seek satisfaction, need transforms into motivation (Gajjar, 2013).

2.3 Psychological factors and consumer behavior in the context of covid 19

The covid-19 pandemic is more than just a health crisis; it has irreversibly altered our way of life. This dramatic situation has also had a significant impact on personal expenditure. The economic crisis brought on by Covid-19 has served as a powerful catalyst for enterprise digitization. Strict isolation constraints prioritize the primary benefits of e-commerce, such as contactless payment, more favorable cost, ease of handling, and configurability. The widespread use of social media and digital marketing provides additional benefits for businesses seeking to find and attract new clients on a worldwide, governmental, and local scale. The global covid-19 pandemic has prompted consumers to digitize and reshape their purchasing habits. Most e-commerce sub-industries have been impacted by the widely spread online transfer of a person's shopping habits. Whether at the

local, regional, or national levels. Findings from this study, businesses can affect the nature of their marketing efforts, open opportunities for dialogue with customers, and promote their products using appropriate online marketing tools. Online shopping has become an essential component of a person's spending patterns since the outbreak of the epidemic (Gu et al., 2021.)

People tend to put off purchasing or using discretionary goods and services when there are risks and uncertainties. Finally, today's requirements give way to tomorrows. When services involving parks and open spaces, video, and recreation facilities are denied entry into the market on short notice, pent-up demand is common. To combat covid - 19 virus blockade measures and social alienation measures had significant influence on consumer behavior. All consumption occurs at a specific time and location. As a result of flexible hours but rigid workplaces, Consumers have learned to improvise in innovative ways. As the number of people working, studying, and relaxing at home, the line between work and life is becoming increasingly blurred (Sheth, 2020.)

Covid-19 yanked humanity's handbrake away from destruction and toward life. Ordinary people, almost everyone, are using the word now, and they are reconsidering their future if they survive the pandemic. This accumulative concept will serve as the starting point for the business community to redefine, develop strategies, and redefine their processes and technologies of reaching out to customers for example, in this situation, the current conscious young generation must be re-connected and readjusted from the ground up. Human beings are part of the ecosystem and are not better than nature. It provides a good opportunity for marketers to establish an understanding of the acceleration of track transfer to organic life in critical quality with the help of their products and services (Mehta et al., 2020.) The next normal of consumer behavior may be explored in the following market remodeling dimensions:

Rethink the spiritual approach to understanding consumer behavior, bearing in mind the drivers of the consumer economy, savings, and health, take speed and scale to mobilize resources as the central focus of enterprises to respond to consumer behavior changes, reconnecting the conscious generation: the opportunity to readjust the current conscious younger generation to adapt to new life principles and establish new consumer groups; and develop unknown item or service stories to present to the conscious generation. (Mehta et al., 2020).

Sports consumers may have different interests, motives, and reasons to participate in the competition. Fans can study their behavior and their attachment to the team. Sports consumers are usually highly involved. They often pay close attention to sports. Or their behavior may be driven by different functions in the team sports products they are particularly interested in. Motivation usually varies by gender, sport, and preference (Silva & Casas, 2017.) For decades, the sports business has been the domain of men. However, with the changes in society, the sports industry is also strongly mixed. This is also because women are more and more economically powerful buyers. In recent years, more and more sports products for the elderly have entered the market. On the one hand, because the target group of the elderly is increasing year after year, on the other hand, because the economic strength of this target group is very strong and the requirements are higher and higher (Thieringer, 2021.)

To be successful in sports marketing, you must be aware of what is always going on in the world. Not all open possibilities have made it to the mainstream. Digitization, personalization, and sustainability are unquestionably three major trends in the sports industry. They also necessitate fundamental shifts in sports marketing. (Thieringer, 2021).

Sports competitions have become a spectacle as they compete with other leisure activities for consumer interest, from transforming individual competitions into entertainment events to professional events such as the Olympic Games. Furthermore, large-scale, or large-scale events have become critical components of local and national development strategies. Sports events do more than just promote tourism, local investment, and job creation. They have the potential to provide opportunities to challenge the dominant social structure. Various sports travelers base their travel on the availability of other places of interest or events in the city where the event is held, as well as the "entertainment" value of the city's attractions. Although attractions are generally attractive to sports tourists, the sports experience or the availability of sports attractions should be more attractive to sports tourists than other types of tourists. More specifically, the value of sports tourists to destination sports-related attractions/activities is significantly higher than that of non-sports tourists. In other words, sports organizations can further promote their sports through cooperation with tourism institutions to attract more people to be interested in their sports events, while tourism organizations can better promote, publicize, and hold sports events through cooperation with sports institutions, to attract more tourists to their destinations (Roche et al., 2013.)

2.4 Sports marketing

Sports marketing is a process of matching sports goods and services to the needs of sports consumers. It helps to keep supply and demand in balance. Sports consumers (people who use sports services) and consumers (people that buy sports services) both require sports products and services to meet their personal needs and goals. The need for sports produces the need for sports-wear and footwear; The need for affiliation leads to a need or desire to support and follow a football team or to play in a five-a-side league; Racing can satisfy your need for fun and excitement. Needs and desires lead to needs that the sports industry can meet. However, many potential sports consumers are not aware of their personal needs and desires. Thus, sports marketing could reach and tap into this potential and unexpressed need by creating demand. Communication is the core of sports marketing. Communication between sports product/service providers and sports consumers/customers is a basic component of supply and demand matching in sports marketing. Therefore, sports marketing can be defined as the means to meet the needs of consumers/customers through sports products and services. Without a clear need, there is no reason to deter from sports products and services. However, we live in a commercial age and the need to encourage sports consumption by developing new sports products/services are as integral to the growth of the sports industry as it is to any other industry sector. In addition, sports marketing has applications in all sectors of the economy and is not simply seen as a transactional, consumption-based concept (Blakey, 2011.)

As more complex messages are communicated, marketing reports and plans can easily take center stage in today's international community. Individuals, organizations, and government agencies are dealing with more sports marketing information's about items, services, and technology. The job of a sports marketer is to focus on the best way to choose and decide the best strategy. Researching the most effective methods of disseminating sports-related details can help improve sports marketing practices. This is achieved by recognizing the market positioning marketing message. Due to their subjective orientation, they are dealt with more by an evaluative method than by a dramatic method. Because sports are tied to a region's history and traditions, it has a bigger impact on marketers than gaming. The challenge for sports marketing researchers is to use innovative strategies to engage audiences in dynamic ways. Understanding dynamic sports marketing has important implications for marketing practitioners and researchers affected by an evolving international environment. Smartly planned campaigns that increase social interaction and recognition

can make sports marketing more engaging. Sports marketing is a fickle process that can be explained in a variety of contexts (Ratten, 2016.) The traditional sports marketing model is often a high-cost, high-exposure, asset-oriented model, which covers the user circle by forcing users to watch through overwhelming celebrity endorsements. Traditional sports star endorsements, as idols, their spiritual appeal is top-down vertical communication; the spread of event titles is more difficult to sustain due to the impact of event hotspots; offline sports activities.

Movement is highly variable and difficult to control. Meeting service needs involves customers' situations, environment, other customers, and employees. In addition, sport is played within a specific social framework in which emotions and experiences are shared. For fans or spectators, the enjoyment of sports depends in part on interaction with others. Sports are also unpredictable, and neither the course nor the outcome of a match can be determined in advance. Weather conditions, time conditions, competition, and chance ensure that no two games are the same, which means that the result and quality of the game are different. Lesser players sometimes beat stronger players on top teams (Lagae, 2005.)

There are many factors affecting sports consumer behavior. The constraint is separated into two sections, the first section is internal; Leisure preference is formed after the negotiation or absence of individual internal constraints. The second section is interpersonal constraints, and structural constraints, including constraints that arise because of interactions or relationships with others. If non-skiers can or are encouraged to overcome these interpersonal or structural limitations, this may lead to their transformation into participants in the sport (Yang, 2019.)

The psychological impact of Covid-19, as well as the resulting buying decisions and behavioral responses of sports travelers seem more elusive than in previous crises. The pandemic has changed the way fans to watch the sport games, which has affected sponsors' marketing plans. As a result, it takes more time and effort to reestablish customer trust. The sports business is crucial to the livelihood of the tourism and hotel industries. It appears appropriate to capitalize on devoted fans who keep supporting the team despite adversity, as well as innovative plans in stadiums and gymnasiums in location with a focus on spectator sports events and the necessary infrastructure. Relationship marketing is critical for attracting and retaining loyal customers. A viable strategy would be to offer adaptable alternative plans, such as the ability to transfer purchased season tickets to

future season tickets. Given the seriousness of the current financial crisis, encouraging community, and offering opportunities for loyal customers to support the enterprise may be a better strategy. During the isolation period, different professional sports venues form partnerships and the local brewery to change the seasonal open day to an open stop and deliver the local beer to the customer's door. Since most of the changes stimulated by the pandemic are considered to have improved, organizing post-crisis campaigns to maintain positive change will certainly contribute to the long-term success of the destination (Mirehie & Cho, 2021.)

Other crises, such as SARS, have previously resulted in a sharp decline in activities, followed by a sharp rebound in activities, rather than specifically targeting the sports industry. This means that some businesses are taking advantage of the crisis to make up for losses and plan for new opportunities. If a specific sports sector is impacted by the crisis, strong stakeholders can work together to identify strategic opportunities. This means that sports organizations that have been ravaged by the crisis can seize this opportunity to take new actions. The ability of sports organizations to transfer operational activities will be determined by their resources (Ratten, 2020.) Sports have now returned to the uncertain period of the previous plan. Many sports organizations are forced to find new ways to interact with the community as fans watch the venues on-site and establish contact with the brand as on-site and face-to-face, forcing many sports organizations to find new ways to interact with the community. The study of these methods, as well as the tracking of changes in personal attitudes and beliefs during the current pandemic and their impact on the sports industry, could provide unique insights into the nature of sports fans, participation, and brand communities (Ross et al., 2020).

2.5 Winter sports market

Based on the beneficial effects theory, consumers are interested in the benefits of exercise for their happiness as well as their physical and psychological health. People can engage in sports and spacing exercise to relieve tiredness and lethargy and refresh themselves, providing a break from the mundanity of regular living and work. Consumers love practicing meeting their demands for overwhelming force, threat, arousal, and a socially appropriate experience of stimulation, according to stress and stimulus-seeking theory. Due to the shortage of stimulation in daily life, sporting games are frequently as a positive manner for humans to be stimulation and challenge when they require some stimulation outside of their daily lives. Aggression and Catharsis Aggression and risk-

taking in sports, according to theorists, are sources of attraction. In entertainment theory, the expression of aesthetic and moral values are two content-dependent concepts of sports attraction. People are drawn to sports for a variety of reasons, including enjoyment, emotion, contentment, happiness, and moral expression (Wang et al., 2020.) Ski resort managers should design a decision and provide excellent recreation and comfort services in the community to relieve skiers' life depression and fatigue and assist them in regaining their physical health, which is an effective strategy for increasing the frequency of skiing participants (Wang et al., 2020).

Men continue to dominate the ski market, despite studies showing that far more women than men abandon the sport. This is like the trend in the United States, where women are abandoning skiing at an alarming rate, due to a lack of promotion of the advantages and services that skiing can offer women. Skiing is a male-dominated sport with no positive feedback from female athletes. Many operators and ski resorts cater to women (Hudson, 1998). Simultaneously, climate change alters natural snowfall and snowmaking conditions, increasing the risk of marginal snowfall and skiing conditions, especially in the early part and end of the regular season, resulting in a shorter winter as the snow season begins later and ends earlier. Furthermore, climate change raises the possibility of insufficient snow depth for winter sports activities (Steiger, 2021.)

While interest in skiing is currently very high, it is reasonable to ask who will be able to ski and what will happen in the future. One of the biggest challenges facing alpine skiing is climate change, which can lead to geographic and socioeconomic inequality in alpine skiing. Mild and snowless conditions, especially in some southern areas, will increase and will not be ideal for practicing skiing. Besides, modern and vivid sports may be more attractive than traditional ones (Määttä, 2010.) Destination attributes with adequate (natural) snow conditions are strongly preferred. If there is no snow in the cold season, high-altitude hotels become more significant, and travel distances lose some of their significance. If skiing becomes more expensive, many skiers will abandon the sport. Short-term compensation in the form of snow is accepted, but not for the entire winter break. When asked to weigh the extra cost against the extra travel distance at a snow-safe destination, most winter sports tourists are willing to incur some extra cost, but most fall short of the 10% additional expense and 2 hours of driving time threshold (Unbehaun et al, 2008.)

Individual (gender and age) and situational (day vacations accommodation, camaraderie) features. In doing so, they demonstrate that visitors to ski resorts are not always solely interested in skiing or snowboarding. Passive tourists, cross-country skiers, skiers who want it all, people who barely ski, people looking for exercise, and people looking for relaxation are among the market segments. This suggests that there is a market for winter activities other than alpine skiing and snowboarding (Komppula & Laukkanen, 2016.)

2.6 Hypotheses

Once a theory has been developed, researchers are likely to want to test it. Is the theory reliable in the face of empirical evidence? However, it is almost impossible to test a theory. Instead, we are more likely to find a hypothesis that touches on a limited aspect of the theory, will be deduced from the theory, and submit a search query (Bryman & Cramer, 2005.)

H0. The 2022 Beijing Winter Olympics will increase Chinese people's willingness to ski.

Will that be different in willingness by genders (women and men)?

H1. The 2022 Beijing Winter Olympics will affect the willingness of different gender to ski differently.

It can be seen from real life that boys participate in more physical exercise than girls, and boys are more active than girls in sports activities and PE classes, with a higher concept of sports competition. As a result, while physical differences exist between men and women, they are insufficient to account for gender differences in exercise motivation and participation.

Will that be different in willingness by income level (low-income level, middle-income level, high-income level)?

H2. The 2022 Beijing Winter Olympics will affect the willingness of different income level people to ski differently

Economic income is the foundation, economic income and sports consumption should be proportional, when the economic income reaches a certain level, people's spiritual and material consumptions consciousness is awakened and determine their consumption orientation.

Will that be different in willingness by age group?

H3. The 2022 Beijing Winter Olympics will affect the willingness of different age group to ski differently.

With the growth of age, people at different ages are affected by their own psychological and physiological development, resulting in different motivations for physical exercise.

Will that be different in willingness by areas (North China, South China)?

H4. The 2022 Beijing Winter Olympics will affect the willingness of people from different areas to ski differently.

The winter natural conditions in northern China have become the first choice for large-scale outdoor tourism and skiing destinations, while the biggest obstacle to the development of skiing in southern China is the perennial high temperature weather, followed by the lack of skiing tradition and site facilities. Indoor ski resorts need higher consumption costs, which will be the main reason affecting ski consumers in southern China.

Will that be different in willingness by educational backgrounds (primary education, secondary education, higher education)?

H5. The 2022 Beijing Winter Olympics will affect the willingness of people with different educational backgrounds to ski differently.

H6. The 2022 Beijing Winter Olympics will affect the willingness of the people who watch or did not watch the Olympics to ski differently.

H7. The 2022 Beijing Winter Olympics will affect the willingness of the people who have or did not have earlier skied experience to ski differently.

3 Methodology

The goal of this section is to give the reader an understanding of the methodology and related research methods used in the thesis project. This part will explain the research design, research methods, strategy, and the reasons for taking this approach. Data collection constraints and study limitations will also be discussed.

The main objective of this study is to look into how the 2022 Beijing Winter Olympics will affect Chinese people's willingness to ski. Access to reliable data and information is essential to fully understand the issues under consideration. The method of any study largely determines the outcome. Therefore, choosing appropriate research methods and conducting research efficiently are critical to answering research questions and achieving research objectives.

3.1 Research Approach

Before beginning a research project, you must understand the terms research methods and research design. Both are critical to the success of a research project. Technological advancements have not only altered the nature of consumption but have also had a significant impact on consumer research methods by introducing new data sources and improved analytical tools (Yu et al., 2020).

Methods of research in education (and other social sciences) are frequently divided into two categories: quantitative and qualitative methods (Muijs, 2004) Quantitative research gathers data, typically in the form of numbers and graphs, to test hypotheses and theories. The information gathered about the subject is accurate. The quantitative research method can be used to collect information in some kind of a multitude of ways. It focuses on the testing of theories and hypotheses, as well as the analysis of data using mathematical and statistical methods. It is primarily represented by figures, charts, and tables, necessitating many interviewees (Nikita, 2020.)

In qualitative research, a tiny number of people is surveyed single or combination to understand their thinking, ambitions, desires, and perspectives, as well as to gathering users' beginning feelings and needs concerning thoughts and ideas. It is essentially a questionnaire intended to gather people's opinions and experiences. To collect firsthand data, qualitative research typically employs

participatory observation and in-depth interviews. The methods are primarily focus groups, customer site visits, consumer testing groups and other methods. By participation, researchers can obtain a participant of a specific group setting, feelings, and thus a more complete understanding of actions. The induction method will be used to gradually transform from concrete to abstract, and sometimes even form a hypothesis, using the information taken across observation and survey (Nikita, 2020.)

The research methods you use are heavily influenced by your research objectives. As a result, before making methodological decisions, stepping back, and considering the large painting of studies is a good place to start when developing research methods. The first consideration should be whether your research is exploratory or confirmatory. If your research objectives and goals are operational phases, your research will almost certainly be qualitative, so consider both qualitative techniques and analysis tools (such as qualitative scope analysis). If, and on the other hand, your research design for this study is to estimate or measure something, your research will most likely be quantitative, and you should consider a quantitative methodological approach and analysis (Jansen & Warren, 2020.)

When gathering information from a large and diverse group of respondents, quantitative research is also useful. This is also a good strategy if your target audience prefers facts, charts, graphs, and statistics. Professionals in the social sciences, such as sociology, psychology, public health, and political science, are typically responsible for quantitative research. It is also widely used in fields like education, economics, marketing, and medicine (Williams, 2021)

When the goal of a study is to evaluate a question or answer the "what" or "how much" of a research question, researchers frequently use quantitative data. In essence, quantitative research attempts to understand the association between the variables and one or even more dependent variables. Before deciding whether quantitative methods are the right strategy for conducting research, researchers should ideally review their objectives and the claims they intend to make. (Williams, 2021)

As previously stated, the purpose of this research is to discover how the 2022 Beijing Winter Olympics affects consumer behavior, so quantitative methods are used to provide objective and accurate answers to the paper. This is mainly owing to the inductive approach purpose of the research and the statistical values on which it is premised that are analyzed by establishing hypotheses in order to realize and answer the research's objectives.

There have been six kinds of research questionnaires for which quantitative research is uniquely suited. Qualitative, non-numerical methods do not value provided results we seek. To guesstimate the viewer numbers, quantitative research can be used as a follow-up to qualitative research. It can also be used to quantify perceptions and opinions, and behaviors by learning what an entire population thinks about a subject (Sukamolson, 2007.)

As a result, quantitative research success is heavily reliant on establishing a large enough representative sample to guarantee that the information gathered is accurate is reliable and objective. A truly quantitative study of the research project's schedule and requirements is obviously impractical because of cash and time restrictions. This is not to say that quantitative data will not be considered for this project. In fact, quantitative data from literature reviews is critical to bolstering this argument.

3.2 Data collection

There are numerous data collection techniques available depending on the type of study, such as discussions, quizzes, surveys, findings, participant observations, and research articles. (Saunders et al., 2003). Various data collection methods techniques deliver benefits and drawbacks and should be used for specific research purposes. A literature review and a questionnaire survey will be used to gather data for this St.

Questionnaire survey

Questionnaire survey is a quantitative research method that utilizes a quantitative representation of the entire data, analyzes it through statistical methods, and finally generalizes the results from the sample to the study, and finally to the whole. Investigators need to propose topics for investigation based on the needs of decision-makers or unusual issues and troubles discovered during

marketing research activities. Collect information straightforwardly from participants in the study by asking a series of questions in a specific order. It is among the most widely used quantitative techniques because it can elicit knowledge about a particular occurrence by giving answers that express a group of people's comments, perceptions, and behaviors. Since the self-administered questionnaire method adopts uniformly designed and printed questionnaires, all questionnaires are identical in terms of question expression, answer type, question order, and answer filling method. Face each respondent with the exact same set of questions. Therefore, the self-administered questionnaire pretty much entirely excludes the various influences brought by various researchers, in order to avoid as many human-induced biases as possible (Queirós et al., 2017)

It can be seen that the questionnaire survey is a very easy to operate and cost-effective research method. Surveys are used to poll a random group of the population and can take many forms, such as Internet opinion polls, questionnaires, paper questionnaires, network interception surveys, etc. Questionnaires are an efficient way to collect more relevant data, but are often less flattering, when using the questionnaire method. Questionnaires are frequently administered remotely, with no communication with both interviewer and the interviewee, which means that the environment in which they fill out the questionnaire is beyond the control of the investigator. As a result, it is easy to overlook some intriguing user behaviors when only using questionnaires. Often what users actually do is the truth, not what they say or fill out on a questionnaire. This is a major problem with current self-administered questionnaire methods.

When researchers want to collect data about a population's attitudes, attitudes, feelings, experiences, or opinions, they conduct surveys. A large and representative sample of a well-defined target population is interviewed in the survey. Interviewing key informants from the community or organization is a type of survey (Hox & Boeije, 2005.)

Organizations can conduct research by surveying their customers and collecting data. This type of research can be conducted with specific target audience groups or with multiple groups. A requirement for such studies is that the respondents be chosen at random (Fleetwood, 2022.) To ensure the authenticity of the data collected, researchers must cross-check some of the sampled information (Verma, 2012).

Due to the nature of this paper, it was decided to collect data via an online questionnaire. With the help of the online survey tool Forms, a questionnaire was designed containing four demographic background questions (gender, age, educational background, income level) and the question of geography, skiing experience, watching or not watching the 2022 Beijing Winter Olympics 's questionnaire.

As we all know that people spend a lot of time on smartphones and devices, and the researcher were still studying in Finland when he did the research, it is very difficult to collect data from China using other methods, so it is convenient to choose the online survey tool Forms, it will also be adjusted to the appropriate format based on the device the respondent is using. Forms also creates direct links to surveys and instantly saves all answers for researchers to review.

This thesis plans to collect 100 samples for analysis, because random sampling survey is adopted, and the final results may be biased. In order to obtain more reliable data, researchers will try to collect more than 100 samples, so as to minimize the deviation of each data.

In the survey, each respondent was asked to respond to the same set of questionnaire items to prevent bias. Originally, questionnaires were designed to code and mix specific topics according to a uniform structure. The data collection process for this study took a considerable amount of time. This is because the study was conducted in Finland and needed to collect data from China for processing, which meant there was a time difference between the two places, given that respondents had their own schedules, even if they made an effort to get a convenient time. Nonetheless, the questionnaires were sent to as many respondents as possible via Chinese social media to facilitate the procedure for gathering data.

3.3 Data analysis

Early in the data analysis process, exploratory data analysis emphasizes the importance of using diagrams to explore and understand data. In fact, quantitative research can also be subdivided into different research methods. For example, you may choose to use survey methods, create and distribute questionnaires yourself, and process the data collected. You can also choose to use some publicly available data to research the question you want to explore. You can also use content analysis to encode the textual content you want to learn. Data that has been digitized and

standardized and can be analyzed using graphs and statistics is called quantitative data. The importance of using PC data analysis software programs such as SAS, EXCEL, etc. cannot be overemphasized. Pie and bar charts can be used to explain the percentage of customers who answered "yes" or "no" to questionnaire statements (Saunders et al., 2003.)

In this thesis, data is analyzed using Excel, SPSS, Office Word format, and other tools. This data analysis is primarily concerned with numerical/quantitative data analysis. SPSS, an abbreviation for Statistical Products and Services Solutions (formerly Social Science Statistical Software Packages), is an integrated system of computer programs used to analyze social science data. It is the most widely used of the many statistical packages available today for statistical analysis. Its popularity stems from the following program features:

It provides great flexibility in data formats, it provides users with comprehensive data transformation and file manipulation procedures, and it provides researchers with many of the statistical analysis procedures commonly used in the social sciences.

There is no doubt that computers play a significant role in business, education, and all scientific fields. This reliance has grown to the point where it is impossible to function without extensive statistical knowledge and at least a basic understanding of statistical software. The capabilities of SPSS are truly astounding. You can use this package to generate statistics for complex analyses ranging from simple descriptive numbers to multivariate matrices. Statistics can be plotted in numerous ways, including histograms and scatter plots. Files can be combined, split, and sorted. You can change existing variables and add new ones. In summary, you can use this package to do whatever you want with a collection of data (Arkkelin, 2014.)

Prior to analysis, data collected from respondents is prepared. The researcher was interested in knowing whether the questionnaire was filled out correctly when preparing the data. Encode the data that needs to be analyzed before you begin. To facilitate analysis of the obtained data, the data were coded into SPSS software as the data from the questionnaire. This task involves identifying, categorizing, and assigning numeric or character symbols to data in a pre-programmed manner. All responses in this study were pre-coded. They are chosen from a list of options and assigned numbers corresponding to specific options. This procedure applies to any early issue that

necessitates this action. When the data is complete, it is entered into a statistical analysis package, and the researcher classifies it and extracts frequency distribution tables and graphs using a social scientist's statistical package and a Microsoft Excel database. The following chapter introduces and discusses these diagrams.

3.4 Verification of the results

The questionnaire study shifted the emphasis from internal validity to external validity, as well as from random assignment to a random selection of cases. The goal is frequently to generalize sample findings to a population rather than to discover causality between variables (internal validity) (external validity). The most famous example is election surveys. Identify likely groups of voters, conduct random sampling using more or less sophisticated sampling techniques, and ask respondents about their voting plans, whether they intend to vote, and for whom. Responses are tallied and various statistical techniques are used to estimate what their responses would look like if the entire population were polled. The accuracy of the estimates and the margin of error around the estimates vary in predictable ways with sample size (Vogt, 2011.)

Validity of the research

The validity of quantitative research is evaluated by determining whether the tool can measure what it is intended to measure. The consistency, stability, and repeatability of results are referred to as reliability. Reliability testing ensures that results can be obtained consistently under the same conditions and in different situations. Metrics may be trustworthy, but they are ineffective (Twycross & Shields, 2004.)

External validity and internal validity are the two types of validity. The validity of an investigation outside of the study is referred to as its external validity: its generalizability to populations and across settings. Internal validity in surveys refers to the rigor of measurement: the concepts that people begin to measure are actually measured (De Vaus, 2001.)

At the beginning of this design, according to the collected literature, this thesis puts forward assumptions about the factors that may affect the research purpose. The literature mainly comes from books and published academic papers and formulates auxiliary questions to help answer the

research questions. The questions in this survey are also based on the research hypothesis. The questionnaire is distributed after repeated tests. The questionnaire adopts random sampling survey to ensure that the number of each factor can be evenly distributed.

Reliability

The consistency of measurement is related to reliability. Participants who completed the motivational tool should have roughly the same response each time they took the test. Although it is impossible to provide an accurate reliability calculation, different measures can be used to estimate reliability (Heale & Twycross, 2015). Different applications need different reliability standards. When improving reliability, we must realistically evaluate the uncertainty in any quoted estimate (Crowder et al, 1994).

If a research tool is used by different people or at different times, such as Friday morning and Sunday afternoon, it should provide the same information. It is necessary to assess the internal consistency of research tools. The association across all results produced from a single quiz or questionnaire is referred to as internal consistency. When conducting a study, A sample size of this study drawn from an interested population should be significant for that community. Finally, a representative sample should be drawn based on the relevant variables of the study, such as gender and age (Roberts et al, 2006.) It should be noted that, when examining the responses, it was found that there were significant differences in some of the data, so that some parts of the questionnaire needed to be supplemented or deleted. As these changes might affect the reliability of the research, feedback was sought from the supervising professor of this research, whose opinion was sufficient to resolve the issue.

Objectivity

When our work is accused of being subjective, its status as a source of knowledge fades away like the setting sun. We make every effort to reduce or eliminate bias. When conducting objective research, objectivity means being fair in certain circumstances and being open to all parties involved in the debate. In other contexts, objectivity refers to the methods or procedures we use to gather information; objective testing is one such process. When we think of objectivity, we inevitably

think of its opposite, secondary judgments, and there is no doubt about which comes first. We want our opinions to be objective, our methods to be objective, and, most importantly, we want to know things that are objective (Eisner, 1993.)

The author had to admit that, as a degree student, knowledge of consumer behavior and the sports business is limited, and lack of appropriate research experience, for the use of some data of overvalued or undervalued, want to completely avoid prejudice and subjectivity is very challenging, as a result, there may be some bias in the paper and subjectivity. At the same time, the author will continue to study these two fields and reduce the influence of prejudice and subjectivity as much as possible by relying on the relevant literature and the opinions of the supervising professors.

4 Results

This chapter will explain the survey results. Firstly, it introduces the results of the background questions of the questionnaire, then the results of the impact of the 2022 Beijing Winter Olympic Games on people's willingness to ski, and finally tests the hypothesis put forward in this paper.

4.1 Survey results

A total of 127 questionnaires were collected. At the beginning of the questionnaire design, it was intended to investigate the people under the age of 18 and those with primary education in the education background group, but the number of such people was small in the final collected results. Therefore, this study will not investigate the people under the age of 18 and those with primary education, and 123 valid questionnaires will be screened. In addition, in this research, the results collected by the questionnaire are quite different in terms of the impact of region on skiing willingness. There are 109 from southern China and only 14 from northern China, but this data is still involved in the analysis.

Table 1. Descriptive statistic

Variable	Category	Frequency	Percent
Gender	Female	62	50.4%
	Male	61	49.6%
Age	18-30	50	40.7%
	30-45	38	30.9%
	elder than 45	35	28.5%
Educational back-ground	secondary education	34	27.6%
	higher education	89	72.4%
Income level	less than 3000	23	18.7%
	3000-5000	24	19.5%
	more than 5000	76	61.8%
How did the 2022 Winter Olympics affect your willingness to ski?	Decrease	1	0.8%
	No change	41	33.3%
	Increase	81	65.9%

Table 1 shows the results of descriptive analysis of population variables. Among the 123 people, 49.6% are male and 50.4% are female. People aged 18 to 30 (young people) accounted for 40.7%, those aged 30 to 45 (middle-aged people) for 30.9%, and those older than 45 (old age people) for 28.5%. In terms of educational background, 27.6% of people have received secondary education and 72.4% of people have received higher education. The last one is income level. Since this questionnaire is targeted at Chinese people, the income unit is Chinese yuan per month. People with an income level below 3000 (low income) account for 18.7%, and people with an income level between 3000-5000 (middle income) account for 19.5%. People with an income level above 5,000 (high income) accounted for 61.8%. Among the data of the above independent variables, 0.8% chose to decrease the willingness to ski, 33.3% of the population chose to have no change, and 65.9% of the population chose to increase. Based on this analysis, the basic situation of people basically meets the requirements of the questionnaire survey for people with different backgrounds.

Analysis results

The goal of this research is to look at how the 2022 Beijing Winter Olympics will affect Chinese people's willingness to ski. However, as evidenced in the second part of this study's literature re-

view, there are numerous factors that can influence consumer behavior. To gain a better understanding of the impact of 2022 and the Winter Olympics on people, the study will examine the choices of people from various backgrounds in various skiing intentions.

Table 2. Survey analysis results by gender

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
Male	64	
Decrease	1	1.6%
No change	25	39.1%
Increase	38	59.4%
Female	59	
No change	16	27.1%
Increase	43	72.9%

Table 2 shows the choice of skiing intention by different genders. Among 64 males, 1.56% chose to decrease, 39.06% chose no change, and 59.38% chose to increase. Among the 59 women, 27.12% chose no change, 72.88% chose increase, and none chose decrease.

Table 3. Survey analysis results by age

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
18-30	50	
Decrease	1	2.0%
No change	13	26.0%
Increase	36	72.0%
30-45	38	
No change	15	39.5%
Increase	23	60.5%
Elder than 45	35	
No change	13	37.1%
Increase	22	62.9%

Table 3 shows the choice of skiing intention of people by different ages. Of the 50 young adults, 2% opted for a reduction, 26% for no change and 72% for an increase. Among the 30 middle-age people, 39.47% chose no change, 60.53% chose an increase, and none chose a decrease. Among the 35 people older than 45, 37.14% chose no change, 62.86% chose increase, and none chose decrease.

Table 4. survey analysis results by education backgrounds

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
Secondary education	34	
No change	13	38.2%
Increase	21	61.8%
Higher education	89	
Decrease	1	1.1%
No change	28	31.5%
Increase	60	67.4%

Table 4 shows the choice of skiing willingness of people with different educational backgrounds. Among the 34 people with secondary education, 38.24% chose no change, 61.76% chose to increase, and no one chose to decrease. Among the 89 people receiving higher education, 1.12% chose to reduce, 31.46% chose not to change and 67.42% chose to increase.

Table 5. Survey analysis results by income level

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
3000-5000	24	
No change	10	41.7%
Increase	14	58.3%
less than 3000		
	23	
No change	4	17.4%
Increase	19	82.6%
More than 5000		
	76	
Decrease	1	1.3%
No change	27	35.5%
Increase	48	63.2%

Table 5 shows the choice of skiing intention for different income levels. Among the 23 low-income level people, 17.39% chose no change, 82.61% chose increase, and no one chose decrease. Among the 24 middle-income level people, 41.67% chose no change, 58.33% chose an increase, and none chose to decrease. Among the 76 high-income level people, 1.32% chose decrease, 35.53% chose no change, and 63.16% chose to increase.

Table 6. Survey analysis results by area

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
North China	14	
No change	5	35.7%
increase	9	64.3%
South China		
	109	
Decrease	1	0.9%
No change	36	33.0%
increase	72	66.1%

Table 6 shows people's choice of skiing intention from different regions. Among the 14 people from northern China, 35.71% chose no change, 64.29% chose increase, and no one chose decrease. Among the 109 people from south China, 0.92% chose decrease, 33.03% chose no change, and 66.06% chose increase.

Table 7. Survey analysis results by people who watch winter Olympics or not

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
No	22	
No change	14	63.6%
Increase	8	36.4%
Yes	101	
Decrease	1	1.0%
No change	27	26.7%
Increase	73	72.3%

Table 7 shows the choice of skiing willingness of people who have watched or have not watched the 2022 Beijing Winter Olympics. Among the 22 people who have not watched the 2022 Beijing Winter Olympics, 63.64% chose not to change, 36.36% chose to increase and no one chose to decrease. Among the 101 people who watched the 2022 Beijing Winter Olympics, 0.99% chose to decrease, 26.73% chose not to change, and 72.28% chose to increase.

Table 8. survey analysis results by people who have skiing experience or not

Category	Count of How did the 2022 Winter Olympics affect your willingness to ski?	Percent
No	90	
No change	34	37.8%
Increase	56	62.2%
Yes	33	
Decrease	1	3.0%
No change	7	21.2%
Increase	25	75.8%

Table 8 shows the choice of skiing willingness of people with or without skiing experience. Among the 99 people who have not experienced skiing, 37.78% chose no change, 62.22% chose to increase, and no one chose to decrease. Among the 33 people who have experienced skiing, 3.03% chose to reduce, 21.21% chose not to change and 75.76% chose to increase.

4.2 Testing of the Hypotheses

After analyzing the questionnaire data, it can be seen that except for those who have not seen the Winter Olympics, the increase in their willingness to ski is less than 50%, other factors are all higher than 50%, but this is not clear. It shows that the 2022 Beijing Winter Olympics will have a direct impact on people's willingness to ski. In this chapter, we will test the hypothesis proposed in the second chapter of this research, determine whether the hypothesis is accepted or rejected, and can clearly see the significance of certain factors.

Hypothesis 0

H0. The 2022 Beijing Winter Olympics will increase Chinese people's willingness to ski.

Multiple linear regression analysis was used in Hypothesis 0. To examine the differences in skiing willingness among people from all backgrounds, to determine whether the 2022 Beijing Winter

Olympics affected Chinese people's willingness to ski. The final calculation result is $F=1.978$, $P=0.06>0.05$. There is no difference in the willingness to ski among people from different backgrounds, and the difference is not significant. So, H_0 is rejected.

Hypothesis 1

H1. The 2022 Beijing Winter Olympics will increase the willingness of different gender to ski.

In this data, (independent sample t test) was used to test the differences in the willingness to ski by different genders, and to judge whether the different genders affected the willingness to ski. In the study design, two different independent variables were identified as groups (independent variable; male = 1, female = 2), while (How did the 2022 Winter Olympics affect your willingness to ski?) was used as the dependent variable. Among them, female $N=62$ (mean=0.6), male $N=61$ (mean=0.7), and the final calculated result $P=0.2>0.05$ indicates that there is no significant difference in the willingness to ski between samples of different genders, indicating that samples of different genders are in the willingness to ski shows consistency, there is no difference, and there is no significant difference. Therefore, H_1 is rejected.

Hypothesis 2

H2. Will that be different in willingness by income level (low-income level, middle-income level, high-income level)?

One-way ANOVA was used for this set of data, to test the differences in skiing willingness among different income level groups and determine whether different income level groups affect skiing willingness. Three distinct groups were identified as groups in the study design (independent variable; low-income levels below 3000=1, middle income levels 3000-5000=2, high income levels above 5000=3). Among them, the between-group is 0.9, the within-group is 29.1, the total is 30, the low-income level $N=50$ (mean=0.7), the middle-income level $N=38$ (mean=0.6), and the high-income level $N=35$ (mean=0.6), the final calculation result is $F=1.9$, $P=0.2>0.05$, there is no difference in the willingness to ski among people with different income levels, and the difference is not significant. Then H_2 is rejected.

Hypothesis 3

H3. The 2022 Beijing Winter Olympics will increase the willingness of different age groups to ski.

One-way ANOVA was also used in Hypothesis 4. To test the differences in skiing willingness among different age groups and determine whether different age groups affect skiing willingness. Three distinct independent variables were identified as groups in the study design (independent variables; young adults 18-30 = 1, middle-aged 30-45 = 2, people over 45 = 3), while (How did the 2022 Winter Olympics affect your willingness to ski?) was used as the dependent variable. Among them, the between-group is 0.2, the within-group is 29.8, the total is 30, the young N=50 (mean=0.7), the middle-aged N=38 (mean=0.5), and the elderly N=35 (mean=0.6), the final calculation result is $F=0.4$, $P=0.7 > 0.05$, there is no difference in the willingness to ski among different age groups, and there is no significant difference. So, H3 was also rejected.

Hypothesis 4

H4. The 2022 Beijing Winter Olympics will increase the willingness of people from different areas to ski.

This data uses (independent sample t test) to test the differences in the willingness to ski among people in different regions, and to judge whether people in different regions affect the willingness to ski. In the study design, two different independent variables were identified as groups (independent variable; North China = 1, South China = 2), while (How did the 2022 Winter Olympics affect your willingness to ski?) was used as the dependent variable. Among them, N=14 (mean=0.6) in northern China and N=109 (mean=0.7) in southern China. The final calculated result $P=0.95 > 0.05$ indicates that there is no significant difference in the willingness to ski among samples from different regions, indicating that the samples showed consistency in skiing willingness, and there was no difference or significant difference. Therefore, H4 is rejected.

Hypothesis 5

H5. The 2022 Beijing Winter Olympics will increase the willingness of people with different educational backgrounds to ski.

Hypothesis 5 also used an independent sample t test to test the differences in the willingness to ski among people with different education levels, and to judge whether people with different educational backgrounds affect the willingness to ski. In the study design, two different independent variables were identified as groups (independent variable; secondary education level = 1, higher education level = 2), and (how did the 2022 Winter Olympics affect your willingness to ski?) were used as dependent variable. Among them, the secondary education level is N=34 (mean=0.6), the higher education level is N=89 (mean=0.7), and the final calculated result $p=0.7 > 0.05$ indicates that there is no significant difference in the willingness to ski among samples of different education levels, indicating that Different samples showed consistency in skiing willingness, and there was no difference or significant difference. Therefore, H5 is rejected.

Hypothesis 6

H6. The 2022 Beijing Winter Olympics will increase the willingness of the people who watch or did not watch the Olympics to ski.

Hypothesis 6 uses one-way ANOVA, mainly to test the difference in the willingness to ski between people who have watched the 2022 Beijing Winter Olympics and those who have not watched the 2022 Beijing Winter Olympics. Two distinct independent variables were identified as groups in the study design (independent variables; no=0, yes=1). Among them, the between-group is 2.2, the within-group is 27.8, and the total is 30. No N=22 (mean=0.3), yes N=101 (mean=0.7), and the final calculation result is $F=9.60$, $P=0.002 < 0.05$. Those who saw or did not see the 2022 Beijing Winter Olympics showed a difference in their willingness to ski, while those who watched the 2022 Beijing Winter Olympics showed a significant difference. So, H6 is accepted

Hypothesis 7

H7. The 2022 Beijing Winter Olympics will increase the willingness of the people who have earlier skied.

Hypothesis 7 uses one-way ANOVA, mainly to test the difference in the influence of skiing willingness on people with or without skiing experience. Two distinct variables were identified as groups in the study design (independent variables; no=0, yes=1), and (how did the 2022 Winter Olympics affect your willingness to ski?) were used as dependent variable. Among them, the between-group is 0.3, the within-group is 29.7, and the total is 30. No N=90 (mean=0.6), yes N=33 (mean=0.7), and the final result is $F=1.1$, $P=0.3 > 0.05$, which means that the samples of people with and without skiing experience showed consistency in skiing willingness, no difference, and no significant difference, so H7 was rejected.

5 Discussion

5.1 Main findings of the results

The purpose of this research was to investigate the impact of the 2022 Beijing Winter Olympics on people's willingness to ski. Since the Winter Olympics is still held in the context of the spread of the Covid-19 virus, it means that the restrictions prevent spectators from being able to attend the event. Watching the game makes people unable to feel the essential changes brought about by the Beijing Winter Olympics in a short time, and this is the significance of this study.

In the previous chapter, the hypothesis proposed in the research was tested and the results (accepted/rejected) were obtained, and the research questions of this research were answered according to the test hypothesis results.

Will the 2022 Beijing Winter Olympics affect Chinese people's willingness to ski?

The researchers divided the backgrounds of different groups of people to analyze whether the 2022 Beijing Winter Olympics will affect the willingness to ski of people from different backgrounds, including gender, age, education, income level, region, whether they have skiing experience, whether they have seen it or not. Having seen the Beijing Winter Olympics, the final test results show that the hypotheses of other backgrounds are rejected (there is no significant difference) except the hypothesis that the people who watch or did not watch Beijing Winter Olympics is accepted. From this, we can answer the research questions. Whether people who have watched the 2022 Beijing Winter Olympics can increase their willingness to ski, and whether a

Winter Olympics can create a rich Winter Olympics legacy and bring long-term and positive benefits to the host. This is why so many countries one of the important goals of being willing to spend a lot of money and time preparing for a major event. The same is true for the 2022 Beijing Winter Olympics. This is not only a sports feast presented on the screen, but also an invitation letter to China's desire to drive 300 million people to participate in ice and snow sports.

5.2 Practical implications of the results

The research focuses on the research on consumer behavior and sports business. The practical significance of researching consumer behavior has many aspects. For the Chinese market in the era of big data, any social and network news may have an impact on consumer behavior. In short, in the Chinese market in the 21st century, more and more emphasis is placed on the subjectivity, specificity and sensibility of consumers, so the psychological grasp of consumer behavior is more and more important. Every year, many enterprises blindly carry out product innovation, but do not carry out preliminary consumer research, so that the product fails to accurately meet the consumer demand, resulting in the separation of the new product from the consumer demand of the target market. This is an important factor that makes the company's new product promotion unsuccessful. The results of this paper show that the 2022 Beijing Winter Olympics can promote people's willingness to ski, which means that there are many potential customers in the Chinese ski market now, and it is hoped that the ski market can take advantage of the popularity of the Winter Olympics to attract more skiers.

5.3 Evaluation results based on literature

There has been a significant amount of research done on the impact of the Olympic Games on the legacy of sports participation. However, there has not been a lot of research done on the Chinese winter sports market. According to a paper discussing the potential impact of watching the 2012 Olympics on spectators' sports motivation, watching the games may have a positive impact on sports motivation, at least in the short term (Boardley, 2013). The London 2012 Olympics represents a positive way, can promote certain types of groups on a regular basis to participate in sports and sports activities in the organization, in this case, the consciousness related to the 2012 Olympics in London and motivation factors, under the background of a particular organization to

participate in the project with specific groups of sports and physical activity is associated with increased participation although weak (Chen & Henry, 2016.)

Meanwhile, the findings of a paper investigating whether the 2000 Sydney Olympics increased physical activity among Australian adults suggest that, while the legacy of the Sydney Olympics is visible through new infrastructure and other urban improvements, its impact on physical activity is unclear. Evidence of level effect remains elusive. The Olympic legacy of a more active community may remain rhetoric rather than reality in the absence of a multi-year comprehensive and well-funded physical activity promotion plan (Bauman et al., 2015.)

5.4 Limitation of the research

The author have only studied the areas of consumer behavior and sports business for four years, and this is the first time an independent academic study has been conducted, so the author acknowledge that knowledge about the research topic may not be sufficient, but the researcher conducted an extensive literature review to ensure the validity of the study.

The researcher conducted a thorough review of the literature to determine the validity of the findings' generalizations. Based on these empirical questions, hypotheses for the questions were developed, careful methodologies were studied, and SPSS software was used to test the data's applicability, yielding invalid and accurate results.

For the questionnaire survey, the research used a random sampling survey of 123 samples to compare and evaluate the impact of the Winter Olympics on people's willingness to ski. However, due to the lack of collection for specific groups, some data were not representative, so this part of the data was deleted, but this does not affect the final research results. Still, many other factors influence people's willingness to ski. The study only provides a possible general view of the contribution of the variables studied to the Chinese ski market.

The study was completed by the author alone, so due to the limited research time, the data collection and literature search were not extensive enough, and the research was not deep enough, but errors and biases were minimized as much as possible. In the following more in-depth study

gained more knowledge about consumer behavior and sports business, the author admits that this paper may be biased and subjective.

5.5 Suggestions for future research

This research is to study the impact of the 2022 Beijing Winter Olympics on Chinese people's willingness to ski, and the results also show that the 2022 Beijing Winter Olympics can increase people's willingness to ski, but this is only a psychological study, do they want to take part in the sport of skiing? As can be seen from the survey data in this article, 72% of people have never experienced skiing, and People are drawn to sports for a variety of reasons, including pleasure and emotional wellbeing. To break free from the routine of life and work, one can remove tiredness and loneliness by having participated in sports activities. However, alpine skiing has a certain threshold, which is affected by climate change, the higher difficulty of entry, higher cost, etc., so future research should focus on researching a comprehensive survey of sports consumers at the micro-level, studying how to receive information from the direct environment, how to learn, memorize and store this information, analyze how they form and change individuals' attitudes towards products and themselves, conduct market segmentation, and target specific groups of people to participate in skiing.

Second, from the literature review in the second chapter of this paper, we can see that consumer behavior is inextricably linked to services and products. In today's competitive market environment, when companies study consumer behavior, they not only focus on attracting new consumers, but also try to establish and develop long-term relationships with existing consumers. Therefore, it is vital to understand not only how customers obtain items and services, but also how they consume them and dispose of them after usage. Because of the customer's consuming experience, the manner in which the consumer disposes of the old product will influence the consumer's second purchase, i.e., it will have a direct impact on the long-term connection between the firm and the consumer. Considering the late start of the Chinese ski market. The services and facilities in all aspects are not perfect, this may lead to a poor consumer experience and generate a large number of one-time consumers. New kinetic energy has become sustainable kinetic energy. Don't just take advantage of the "winter" wind of the Olympics. Long-term planning should be required to maintain the momentum of today's skiing consumption so that the ice and snow economy can develop faster, and more people can experience downhill ski of happiness.

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Appendices

Appendix 1. Survey in English

1. Gender
 - Male
 - Female
2. Age
 - 18-30
 - 30-45
 - Elder than 45
3. What is your educational background?
 - Secondary education
 - Higher education
4. Your income?
 - Less than 3000
 - 3000-5000
 - More than 5000
5. Where are you live in China?
 - North China
 - South China
6. Did you watch Beijing 2022 winter Olympics?
 - Yes
 - No
7. Have you ever experienced skiing?
 - Yes
 - No