

Title	Consumption Behavior of Ice and Snow Sports Under the Impact of the 2022 Beijing Winter Olympics
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Abstract

The objectives of this research were: 1) to study the participation of Beijing residents in ice and snow sports and to explore the specific situation of the purpose and love of ice and snow sports consumption in Beijing under the influence of the Olympic Winter Games. 2) to analyze and capture residents' enthusiasm for snow and ice sports under the influence of the Winter Olympics to achieve the effect of increasing residents' participation in and consumption of snow and ice sports. 3) To propose a development strategy in which Enterprise W needed to deal with these problems and to guide Enterprise W to quickly enter the new market and embark on the road of sustainable development. The study instrument was a questionnaire distributed within Beijing to give a differentiated background to the samples. The random sampling approach was applied for this study. 350 adults aged 18-45 with the ability to think and act independently was selected. The data was obtained through the questionnaire online survey, and the specific sample groups selected were 50 from Chaoyang District, Beijing; 50 from Haidian District, Beijing; 50 from Dongcheng District, Beijing; 50 from Xicheng District, Beijing; 50 from Yanqing District, Beijing; 50 from Fengtai District, Beijing; and 50 from Shijingshan District, Beijing. The study of Beijing residents' skiing participation and consumption purpose can provide insight into the impact of the 2022 Beijing Winter Olympic Games on residents' cultivation atmosphere.

The research results revealed that 1) under the premise of hosting the Winter Olympic Games, the level of love for sport and motivation to participate in snow and ice sports among different groups of residents have a positive impact on snow and ice sports consumption. 2) contribution to local residents' overall economic development and increasing consumption levels. The study result suggested that the ice and snow sport should be marketed and expand the value of the snow and ice service chain.

Key Words: 2022 Beijing Winter Olympic Games, ice and snow sports participation, ice and snow sports consumption purposefulness, ice and snow sports consumption behavior.