

<b>Title</b>	Consumption Behavior of Ice and Snow Sports Under the Impact of the 2022 Beijing Winter Olympics
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<b>Degree</b>	Master of Business Administration
<b>Year</b>	2023

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### **Abstract**

The objectives of this research were: 1) to study the participation of Beijing residents in ice and snow sports. It explores 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 capture residents' enthusiasm for snow and ice sports under the influence of the Winter Olympics to achieve the effect of increasing residents' participation and consumption of snow and ice sports and 3) to propose development strategy does Enterprise W need to deal with these problems and guide Enterprise W to quickly enter the new market and embark on the road of sustainable development.

Using literature, and mathematical statistics, questionnaires were distributed within Beijing to give a differentiated background to the sample, centralized recovery, and data statistics. 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) contributes to local residents' overall economic development and consumption levels. To an extent, it enriches the research results of consumer behavior. It expands the theoretical analysis horizon, suggesting that the ice and snow industry should correctly capture the herd mentality of residents for promotion and marketing 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.