

Analysis of Influencing Factors of Consumers' Continuous Consumption of Skiing

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Abstract. Stimulating the growth of skiing consumption and promoting the development of the skiing industry is a hot topic nowadays. In this article, we looked at 30 people of different ages and genders who skied for different lengths of time and used a questionnaire survey method to explore the relationship between skiers' continuous consumption behavior and their flow experience during skiing to explore the factors that affect their continuous consumption behavior. The study found that consumers have an 'immersive interaction' during their skiing and how important flow can impact consumers while performing the sport.

Keywords: Influencing Factors; Continuous Consumption; Skiing.

1. Introduction

With the continuous development of skiing, the number of ski resorts and ski trips in China has increased yearly. In 2019, the number of ski resorts in China was 7.7 million, and the number of ski trips was 20.9 million. With the gathering effect of the 2022 Winter Olympic Games, the development of the ski industry has increasingly become an important topic of social concern. On September 5, 2018, the General Administration of Sport of China officially published the Implementation Outline of "Promoting 300 million People to Participate in Ice and Snow Sports" (2018-2022). In 2019, The General Office of the State Council issued the Opinions on Vigorously Developing Ice and Snow Sports with the Opportunity of 2022 Beijing Winter Olympic Games, which clearly stated that: Taking the Beijing Winter Olympic Games as an opportunity, we will expand the supply of snow and ice sports products and services, strive to build a snow and ice sports service system around the people, and meet the diverse needs of the people for snow and ice sports.

The rise of skiing has made more people actively participate in the sport. Continuing to promote the sustainable development of skiing consumption provides a new idea for this study to explore the flow experience mechanism of skiing consumption. Flow experience has been introduced into online consumer behavior research and has attracted significant attention. Flow experience is a critical concept in the consumption experience theory. It reflects the internal feeling throughout the whole body that people get when they are absorbed in a particular activity, accompanied by a strong sense of pleasure and time distortion [1]. By reviewing relevant literature, it is found that the upgrading of consumer demand is the internal driving force for the improvement of skiing consumption, and stimulating the consumption demand to achieve consumer satisfaction is the critical point for the effective improvement of skiing consumption.

Based on the above background, this study used a questionnaire to explore what factors lead to ski the sustainability of consumer behavior. Consumer research questionnaires on the flow in the process of people skiing, consumer's purchase desire, and purchase frequency were combined to produce a few questions and answers by people to explore and summarize the factors.

From the point of view of the research topic, this research is more relevant to the present era. Currently, China is actively responding to the 300 million people ice and snow campaign. This study believes that the ski industry has a large market value and can continuously promote economic growth and deeply tap its industrial potential. From the perspective of economics, the essence of ski sports as a product is to meet the needs of the market and supply products and services. With the increasing demand for the ski market and the accelerating industrialization process, the ski industry has become an important growth point for regional economic development [2].

Theoretically, it fills the research gap to a certain extent. There are few theoretical types of research on skier flow experience in China. Especially from the perspective of consumers, although there are many studies on consumer behavior, there is still a lack of sustainable consumption in skiing. This paper studies the factors that affect consumers' continuous consumption of skiing to analyze skiers' purchasing behavior. This research is conducive to the correct formulation and pre-planning of the snow resort operators' market strategy to obtain greater profits and win more market shares through a successful business model to improve their competitive advantages. Stimulating the growth of skiing consumption and promoting the development of the skiing industry is a hot topic nowadays.

The theoretical significance of this paper is to explore the characteristics of skiing consumption psychology and to ski sustainable consumption psychology by introducing the flow experience theory. To construct a model between skiers' willingness to participate continuously, flow experience mechanism, and skiing consumption psychological characteristics. Furthermore, the factors affecting skiers' willingness to pay are explained to enrich the relevant research on skiers' willingness to continue spending. The practical significance is to put forward operational suggestions for today's ski resort based on the test results to meet users' needs and promote the sport's development.

2. Research status

The study of consumer behavior is of certain practical significance for capitalist enterprises to develop the production and sales of marketable products to ensure maximum profit and for western countries to formulate stable economic development strategies and policies. Under the condition of socialism, it is of great significance for China to learn from some reasonable elements of Western consumption behavior research to research consumer psychology, consumer consciousness, and its changing trend for making full use of the market mechanism, doing well in market forecasting, vigorously developing planned commodity economy and accelerating socialist construction [3].

The purpose of this paper is to research the skiers participating in the paid will, therefore the domestic and foreign-related research literature about continuous consumer behavior based on combing of skiers' theoretical basis of the study of sustainable consumption behavior, skiers flow concept connotation, and the influence factors of sustainable consumption three aspects of research status are reviewed.

The flow experience mechanism is a concern in sports and consumer research. However, the analysis of the flow experience mechanism in the ski industry and even the field of sports consumption is still insufficient. This is in sharp contrast to the realistic background of the continuous growth of skiing consumption, and the theory of flow experience mechanism of sports consumption has not been formed. This indicates that the academic community has not paid enough attention to this, so it has not effectively promoted the research progress. Given this, this study intends to explore whether the skiing consumption flow experience can stimulate the formation of the "snowball effect" between skiing consumer groups and skiing consumption.

3. Influencing Factors Analysis

3.1 Research Objectives

Combining with the theory of persistent consumer psychology, this study takes the persistent consumption intention of skiing consumers as the research object and investigates the consumer's consumption path and behavior in skiing. This paper discusses the sustainable consumption willingness of skiing fans and the mechanism of its influencing factors. Based on the research results, relevant enlightenment and suggestions are been put forward to improve consumers' skiing willingness and establish a reasonable charging model.

This study tries to achieve the following research objectives:

Firstly, based on literature research and analysis of relevant content, the influencing factors of the sustainable consumption intention of ski lovers were explored.

Second, based on the data obtained from the questionnaire survey, it explores which factors will affect the continuous consumption intention of ski enthusiasts and the difference in payment intention.

Thirdly, based on the empirical analysis results, relevant countermeasures and suggestions are put forward to improve the sustainable consumption willingness and stimulate the consumption behavior of skiing fans.

The research method adopted in this study is a questionnaire survey. A questionnaire is a form used for statistics and surveys to formulate questions. Generally speaking, questionnaires are more detailed, complete, and easy to control than interview forms. The main advantages of the questionnaire method are its standardization and low cost. The questionnaire was used to ask small questions to classmates, friends, and snow friends and roughly understand their willingness to continue to consume skiing. There are 14 questions in total, and they took an average of seven minutes to answer the questions. 30 participants took this survey. 20 of them are female, and 10 of them are male. The age range is from 19 to 55. Of those, only three were over 50.

Moreover, 11 of them are employees, one of them is a working student, 16 of them are currently a student, and two people are unemployed. Most people have been exposed to other sports before skiing, for example, swimming, hiking, diving, golf, or surfing. In addition, the range of time there skiing varies. Some have been skiing for the past 15 or 16 years and some have only been skiing for a year or two.

3.2 Research analysis

In the research, we find that consumption behavior refers to the consumer's demand psychology, purchase motivation, consumption willingness, and other aspects of the psychological and realistic performance of the sum. The behavior trend of consumers is the result of the joint action of various internal factors and the external environment that determine and affect consumers. Therefore, it is necessary to systematically analyze the role of all relevant internal factors and external conditions[4].

Now it is necessary to sort out and summarize the factors that continuously affect their willingness to pay. In the survey, There is one question about what introduced them to skiing? Some of them answered, "My friend asked me to skiing with him", "Because the snow resort is close to home", "After seeing Eileen Gu win the gold medal in the Winter Olympics, I also wanted to try skiing" or "The sports program offered by the school". This shows that some external reasons cause consumers' passive consumption at the beginning. Simply put, consumers do not want to take the initiative to engage in skiing at the beginning. Still, it is because of friends' invitation, athletes' inspiration, or the reason to accompany their children to the class that leads to this consumption. On the other hand, consumers' desire to learn skiing comes from the stimulation of consumers' external environment and internal factors. Some people answered, "skiing seems pretty cool to me", "I love extreme sports" or "Curious to try a new sport". This show that consumers' desire is the main reason to drive consumers to buy. In summary, we can see that the factors affecting consumers' purchasing behavior are :(1) Needs, including physical, social, and psychological needs. The need of consumers is the direct motivation for purchase. (2) The influence of social environment. Consumers especially to the need of society, psychology, by this kind of influence and the possibility of change are greater. Strong needs will become the dominant force in determining the consumption behavior of a certain period[4].

Furthermore, there is a question about What kind of inner experience do you have while skiing? This question explores what type of flow experience consumers have during skiing that leads to continuous consumption. Continuous consumption behavior refers to the willingness to buy again after people use material products and immaterial services. A 43 years old female and skiing for a year say in the survey that skiing lets people feel like you are entirely into the snow of pure white, in the thrilling excitement. At high speed, you can listen to the wind in your ears and indulge your inner wild. Skiing is a real experience of returning to nature, because we have been living in cathartic cities and complex streets so that people's hearts are also rendered. Still, the snow is pure white in the snow field, and everything becomes so comfortable. Like when athletes are in a state of flow experience, entirely focused on what they are doing. This high level of attention is associated with many positive

factors. Flow experiences often make it impossible for people to separate themselves from the activity they are engaged in completely. Individuals with flow experience develop characteristics such as clarity of purpose, timely feedback, and self-awareness. A 20 yrs old female who has been skiing for the past two years says that she loves the sense of accomplishment after each self-challenge and the thrill of speed during skiing, including the joy of overcoming fear each time and enjoying the feeling that her body and the ski are in one. This demonstrates that while in the state of flow experience, individual behavior and perception are effectively integrated, and there seems to be an internal logic guiding various body actions without the conscious control of the subject.

One question asked What motivates you to stay passionate about skiing? People answered “The feeling of accomplishment of realizing you can do it”, “Every time, I wonder how much better I will be when I ski next”, “Every time you push your limits, you want to try more tricks and moves” and “Every time I go skiing, I am immersed in my own world and feel that time passes quickly. When it’s over, I don’t feel like I’ve had enough, and I was already thinking about when I will be skiing again”. Through the research, it is concluded that in the consumption process, the flow experience mechanism originates from the higher consumption pleasure and curiosity and produces the sustained consumption psychology under the condition of causing a sense of focus and control [5]. Flow experience can make an individual have a good experience, while in sports participation, the mechanism of flow experience is that when the exercisers perceive pleasure, they will focus more on the activity, resulting in reduced environmental awareness and a sense of time distortion. Finally, it promotes the effective integration of perception and behavior to obtain the best experience [6-7]. Flow experiences are often accompanied by an underlying sense of control over the task being undertaken and an individual’s confidence that they can handle any problems they may encounter. Therefore, individuals will have a strong desire to repeat related activities.

In addition, a question about many people say that skiing is an expensive sport, so what factors do you think keep you from spending money on this sport? A 53 years old male who has been skiing for the past 14 years answered, “For me, the first reason is that the pleasure of speed makes me unable to give up this sport. Flying from the snow slope and carefree, is a kind of indescribable, unstoppable pleasure. The second reason is to challenge myself and stay motivated to ski constantly. After skating so many times, I slowly realized the true truth of this sport: wrestling is not because of lack of skill, but because of fear. Many times you can do well on gentle slopes, but you can’t do well on steep slopes. After falling, again and again, the sense of achievement after skill pondering and mastering, in the continuous challenge and beyond themselves. In general, skiing is another great pleasure for me to hone and grow my character”. This paragraph proves that a state of balance between skill and challenge for skiing consumers is an important part of the flow experience. The reason is to enjoy the excitement. The action strategy is to surpass the self; The result was euphoria. Demand stimulation is the main reason why ski consumers actively participate in skiing sports. In this process, ski consumers can effectively control their perception of skiing, and get the best skiing experience under the condition of good perception control to realize the pleasure of extreme challenges. The participation consciousness of skiing consumers is an important driving force for skiing consumers to get skiing enthusiasm. Constantly motivate skiing consumers to dare to challenge difficult actions and overcome difficulties in self-transcendence so that skiing consumption is immersed in the joy of skiing. When ski consumers have clear skiing goals, they will give timely feedback on their skiing feelings and transmit the value of the skiing experience to their partners while completing each goal regularly. Finally, the participation and interaction effect are formed [8].

3.3 Research results

This paper intends to analyze the influence mechanism of skiers’ enjoyment of stimulation, self-transcendence, and immersion of joy on skiers’ psychological attachment, repurchase cycle, and flow experience on sustainable consumption intention, to build a factor model that affects skiers’ sustainable consumption intention. Specifically, immersion and interaction are the two-core links of skiing consumption psychology. Skiing consumers based on immersion psychology will gradually

produce interaction psychology and form individual sustainable consumption psychology[9-10]. However, in the interactive psychological state, skiing consumers will be more immersed and gradually change from continuous individual participation to continuous group participation. Therefore, under the joint action of immersion and interaction mechanism, skiing consumers form a “snowball effect” of skiing consumption and produce a group sustainable consumption state.

Psychological immersion is the psychological state of ski consumers addicted to skiing and is the main manifestation of the flow experience mechanism. When skiing, ski consumers with high participation can obtain better skiing experience value. Skiing consumers can obtain a higher sense of accomplishment under the experience condition of defense evacuation. Also, Filter thinking is the internal guidance of ski consumers to participate in skiing sports. It let people gradually have a psychological attachment to skiing and immerse in skiing for a long time. Therefore, skiing consumers will get better experience value, invest more time and energy in skiing sports, and finally form a skiing consumption cycle.

4. Conclusion

Based on the above research results, we can see that skiing consumption is a process in which consumers obtain the intrinsic orientation of functional consumption value derived from the “self-realization” of skiing itself and the outward direction of hedonistic and symbolic consumption value of “self-satisfaction and self-enrichment” of skiing consumption. Intrinsic motivation and extrinsic motivation play different roles in driving sustained skiing consumption.

The core of satisfying intrinsic motivation is stimulating consumers’ desire to continuously challenge themselves, which is the basis of forming a stable and sustainable skiing consumer group. The intrinsic motivation of consumer behavior is interest and curiosity. For example, because people want to challenge themselves and try new actions constantly, they will want to participate in the sport again, leading to consumption behavior. The satisfaction of extrinsic motivation can promote the establishment of an emotional connection between consumers and skiing sports and improve the effect of intrinsic motivation. The external motivation of skiing consumers is the motivation caused by external inducements. For example, if consumers feel happy after skiing with friends, they will have a greater yearning for skiing. In conclusion, the internal and external influences co-exist to drive sustained skiing consumption behavior.

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