

I Want To vs. I Can't: A Case Study On Motives And Constraints For Chinese College Students Attending Or Media Viewing The 2018 Winter Olympics

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Abstract

This case study aims to understand what motives and constraints affect Chinese college student's intention to attend or media view the 2018 Winter Olympics. Grounded on 'negotiation of motives and constraints', key internal and external motives and intrapersonal, interpersonal, and structural constraints were identified through thought-listing procedures (n=35); their influences on attendance and media viewing intentions were tested based on online surveys (n=313) and structural equation modeling. Highlighting key findings, motives of social influence and interest in winter sport had strong effects on both intentions. Structural constraints such as lack of time were more likely to affect both intentions than intra- and inter-personal constraints. Interestingly, lack of knowledge was anticipated to be a constraint but was found positively associated with media viewing intention. Based on the findings, strategies to stimulate Olympics consumption are proposed, which can be informative for the preparation of the 2022 Beijing Winter Olympics and sport organizations targeting Chinese college student consumers.

Introduction

China will be hosting the 2022 Beijing Winter Olympic Games. For the 2022 Games' marketing success, engaging young generations in China such as college students to attend or media view the Games is critical, as the population holds a significant and growing market size in the host country that is inclined to spend more time and money on leisure activities (Daxue, 2017; Hyslop, 2017 April 6; KPMG, 2017). Also, exposing college students to the Olympic Games is a necessary step for building a sport participation legacy through the potential 'trickle-down effect'—that is, watching elite athletes compete will inspire people to participate in sport at grass-root level (Hindson, Godlow, & Pebbles, 1994). Delivering such legacy is particularly important for the 2022 Games, as the Chinese government has set an ambitious goal to utilize the Games as a platform to get 300 million people to participate in winter sports by 2025 (Sun, 2017 February 15). Therefore, developing strategies to effectively engage Chinese college students in sport event consumption (i.e., sport attendance and sport media viewing) of the 2022 Games is essential.

With regards to developing strategies for the 2022 Games, understanding key factors that affect the Chinese college student's decision-making for attending or media viewing the 2018 PyeongChang Winter Olympics can be informative. According to the framework of 'negotiation of motives and constraints', motives are factors stimulating behavior such as interest in sport, escape, and vicarious achievement, whereas constraints are factors hindering behavior such as lack of knowledge and lack of time (Kim & Trail, 2010). One's decision and/or intention for a behavior are formed based on the interaction between motives and constraints (Jackson, 1997).

That is, behavior occurs as one overcomes and negotiates through constraints, the efforts of which are initiated and fueled by motivations (Jackson, Crawford, & Godbey, 1993). In this sense, understanding motives and constraints is critical for learning about one's behavior. Applying to our context, identifying key motives and constraints that are influential on behavioral intentions for the Olympic Games consumption is imperative. Thereby, a thought-listing and survey-based case study was conducted to answer the following research questions:

- RQ1: What factors motivate Chinese college students to attend the 2018 Winter Olympic Games?
- RQ2: What factors motivate Chinese college students to media view the 2018 Winter Olympic Games?
- RQ3: What factors constrain Chinese college students from attending the 2018 Winter Olympic Games?
- RQ4: What factors constrain Chinese college students from media viewing the 2018 Winter Olympic Games?

Answers to these questions would provide insights for understanding Chinese college students' decision-making for the Winter Olympics consumption. Particularly, this case study avails novel insights by comparing the motives and constraints of attendance and media viewing. Knowledge on the two activities is important as they are primary channels of Olympic consumption and key sources of revenue. For example, the 2014 Sochi Winter Olympics had 1.02 million tickets sold and reached 2 billion audiences via media (IOC, 2017; KANTAR, 2014), and 5% and 47% of IOC's revenue respectively comes from ticket sales and broadcasting fees (IOC, 2018). The findings will benefit Olympic sport organizations such as Organizing Committees, International Olympic Committee, and International Federations for winter sport, and inform sport entities interested in marketing to the Chinese younger generations.

Literature Review

Motivation

Motivation is "the energizing force that activates behavior and provides purpose and direction for that behavior" (Hawkins, Best, & Coney, 2004, p. 354). Motivation is what prompts one's interest in and keeps oneself persistent on taking an action. There are two types of motivation based on how motives are formed, that are internal and external motivations.

Internal motives are formed based on internal needs, wants, values, and goals such as hedonism, belongingness, and personal growth (Trail & James, 2015). Internal motivation leads an individual to voluntarily engage in a behavior in pursuit of pleasurable and satisfactory experiences (Pelletier, Fortier, Vallerand, Tuson, Briere, & Blais, 1995). Sloan (1989) theoretically explained internal motives for sport attendance with five theories, that are: (1) salubrious effect, (2) stress/stimulation seeking, (3) catharsis/aggression, (4) entertainment, and (5) achievement seeking. Grounded on these theories, researchers consistently highlighted escape, drama, eustress, aesthetics, social bonding, and vicarious achievement as key internal motives for sport attendance and sport media viewing (e.g., Gantz, Wang, Paul, & Potter, 2006; James, Trail, Funk, Wann, & Zhang, 2006; Kim, Magnusen, Kim, & Lee, 2019; Wang, Zhang, & Tsuji, 2011; Zhang & Byon, 2017); other internal motives such as nostalgia, acquisition of

knowledge, and interest in sport/team/athlete have been identified as influential as well (see Trail & James, 2015).

External motives are formed based on social surroundings; examples are promotion, peer pressure, and accessibility (Kim & Trail, 2010). External motivation is known to facilitate behavior based on external contingencies of gaining benefits and avoiding threats (Deci & Ryan, 2002) or by mitigating constraints (Trail & James, 2015). External motivation can come from social influences such as social trend, peer pressure and recommendation, the influence of which tends to be more significant in the collectivism-based cultures (Gau & Kim, 2011) and among younger generations (Dotson, Clark, Suber, & Dave, 2013). External motivation can also come from an organization's marketing efforts. Zhang, Lam, and Connaughton (2003) highlighted marketing, game attractiveness, and economic factors as external motives for sport attendance that can be managed by organizations with publicity, giveaways, easier game access, and discounts.

While internal motives tend to have stronger influences on behavioral intentions, external motives can also be useful for prompting a behavior and initiating/strengthening internal motives (Kim & Trail, 2010; Trail & Kim, 2011). For being grounded on the same sport event/content that are consumed in different social surroundings, sport attendance and sport media viewing tend to share similar internal motives such as escape, drama, and vicarious achievement but somewhat distinctive external motives in terms of accessibility. While there is a fair consistency on the list of internal and external motives influential on sport event consumption, situational factors such as event-type, audience, and culture should be considered for potentially affecting the differences of such list (Funk, Mahony, & Ridinger, 2002; Wang et al., 2011).

Constraint

Leisure constraints are factors "perceived or experienced by individuals to limit the formation of leisure preferences and to inhibit or prohibit participation and enjoyment in leisure" (Jackson, 1997, p. 416). Intrapersonal, interpersonal, and structural constraints are the three types of leisure constraints categorized by Crawford and Godbey (1987). Intrapersonal constraint relates to personal attributes such as socialization into leisure, reference group, attitude, perceived self-skill; some examples are lack of knowledge, lack of interest, and lack of confidence. Interpersonal constraint relates to social relations such as lack of friends. Structural constraint relates to situational factors such as cost, time, and accessibility. For a person to engage in a leisure activity, overcoming the three constraint-types is necessary. While leisure engagement occurs through the process of leisure preference being formed and then transitioning into actual participation, the constraint-types impose distinctive influences on the process. Intra- and interpersonal constraints hinder the leisure preference formation, and structural constraints interfere the leisure preference being transferred into participation (Jackson et al., 1993).

Compared to studies on motives for sport event consumption, not many studies have been conducted on constraints. In early sport literature, researchers studied factors negatively affecting sport attendance, with limited focus on structural aspects such as location, cost, and other leisure options (e.g., Baade & Tiehen, 1990; Hansen & Gauthier, 1989; Trail, Robinson, & Kim, 2008). Few researchers later brought the term 'constraint' into sport management literature and delved into different types of constraints associated with sport attendance (Pritchard, Funk, & Alexandris, 2009; Kim & Trail, 2010). In their studies, intra- and inter-personal constraints such as lack of success, lack of knowledge, and lack of friends, and structural constraints such

as travel, cost, and time were identified as influential on sport attendance; the findings were supported later in relevant studies (Cho, Nam, Park, & Lee, 2011; Trail & Kim, 2011; Trail & James, 2015). Intrapersonal, interpersonal, and structural constraints were consistently found to significantly affect attendance intention, while intrapersonal constraints tended to impose stronger influences (Trail & Kim, 2011). Notably, Pritchard and colleagues (2009) discussed sport media viewing as an alternative leisure to sport attendance, which provides the same event content with less structural constraints. While Pritchard and colleagues' study provides some meaningful insights on constraints for sport media viewing, further research is required as only limited knowledge is available on constraints specific to sport media viewing.

Negotiation of Motives and Constraints

While motives and constraints are both significant predictors of behavior, one's decision for taking an action is formed based on the interaction between motives and constraints (Jackson, 1997). In leisure studies, the interaction is termed 'negotiation'. Jackson and colleagues (1993) explained that "participation is dependent not on the absence of constraints but on negotiation through them" (p. 4) and "both initiation and outcome of the negotiation process are dependent on the relative strength of, and interactions between, constraints on participating in an activity and motivations for such participation" (p. 9). Engagement in an activity is known to occur when one successfully overcomes or negotiates through constraints, and the initiation and/or perseverance of efforts to surmount constraints are determined by the strength of motivation (Jackson, 1997).

Applying the concept of negotiation to sport event consumption and modifying Crawford, Jackson, and Godbey's (1991) hierarchical model of leisure constraints, Kim and Trail (2010) proposed a model where internal motives, internal constraints, external motives, and external constraints affect attendance intention in a sequential order. In the model, intra- and interpersonal constraints were grouped into internal constraints whereas structural constraints were termed external constraints. The model was later tested by Trail and Kim (2011), where all the proposed motive- and constraint-types were found to significantly influence sport attendance but not sequentially. The findings demonstrated the importance of incorporating different motive- and constraint-types in sport event consumption studies, and refuted the notion of sequential orders among motives and constraints. In reference to the findings, this case study will identify and simultaneously test internal and external motives, and intrapersonal, interpersonal, and structural constraints to understand sport event consumption in our context of interest.

Context of Study

To better learn about the negotiation of motives and constraints in a particular context, unique contextual attributes such as gender (Funk et al., 2002), age (Dotson et al., 2013), sport (McDonald, Milnes, & Hong, 2002), cultural base (Gau & Kim, 2011) and event-type (Kim et al., 2019) should be put into consideration. Researchers have highlighted the need for conducting motives/constraints studies in diverse contexts; further emphasis was placed on the importance of distinguishing between generally-applicable factors such as drama and achievement and context-specific factors such as 'support to women' in women sport and 'national pride' in international events (Funk, Alexandris, & Ping, 2009; Funk et al., 2002; Funk, Ridinger, & Moorman, 2003).

The focus of this case study is on the Winter Olympics and Chinese college students. Not many studies have been conducted on motives and constraints affecting Winter Olympics consumption, despite its unique attributes stemming from quadrennial cycle, multi-sport event, global reach, and mountainous sites. In the few existing studies on the Olympics, once-in-a-lifetime opportunity, national pride, ceremonies, cultural learning, and support to host country have been identified as internal and external motives for Olympic attendance and media viewing and safety, travel, and cultural barrier as structural constraints for Olympic attendance (Funk et al., 2009; Kim & Kim, 2015; Neirotti, Bosetti, & Teed, 2001). However, the applicability of findings to our context is limited for its focus on the Summer Olympics, not comprehensively investigating various motive- and constraint-types, and particularly lacking knowledge on media viewing.

The Chinese college student population also holds unique attributes, as social influence is known to pose stronger influence on behavioral intentions in the collectivism-based Eastern market (Gau & Kim, 2011; Wang et al., 2011) and among younger generations (Dotson et al., 2013). This age group is known for having a narrower scope of interest limited on topics deemed relevant and important to oneself, and for shifting from parental dependency to financial and social independence (Trail & James, 2015). The geographical market is unique and critical as a relatively new but fast-growing winter sports market (PBGOC, 2011). Educational commitment plays a significant role in leisure and lifestyle in this market, as college students tend to have more time for leisure compared to middle- and high-school students (Cho et al., 2010).

With such attributes in mind, investigating motives, constraints, and their interactions in relation to the Winter Olympics and Chinese college students is required. The findings will provide context-specific knowledge for a prestigious event and an important market that warrants attention. Additionally, the study will provide valuable insights for distinguishing between context-specific and generally-applicable motives/constraints for sport event consumption (Funk et al., 2002, 2003), contributing to sport event consumption literature.

Method

Participants

Based on the negotiation of motives and constraints, thought-listing, online surveys and structural equation modeling, this case study was conducted to identify key motives/constraints for Chinese college students in attending or media viewing the 2018 PyeongChang Winter Olympic Games, and to test their influences on attendance and media viewing intentions.

The study's theoretical population was Chinese college students. The target population was Chinese undergraduate students from ages 18 to 23, living in Beijing. Beijing was selected as one of the largest Chinese cities in terms of market size and population where several major universities are located. More importantly, the city was chosen as the future host of the 2022 Winter Olympic Games that can benefit from the findings of this case study.

Instruments

Based on thought-listing, key motives and constraints for attending or media viewing the 2018 Games were identified. Thirty-five participants were recruited through convenience sampling at major universities in Beijing and were requested to list their thoughts on any factors that motivate or constrain attendance or media viewing for the 2018 Games. As a result, 300 and 203 thoughts were collected for attendance and media viewing respectively. Two academic experts categorized each thought into either internal and external motives, and intrapersonal, interpersonal, or structural constraints. Interrater reliability was 90.3%. Key themes of motives and constraints were identified based on the percentage of participants listing the respective factor, with a cut-off of 20%. Although traffic and safety were each listed by 14.29% of respondents and short of the cut-off, the two constraints were retained as discussed as influential factors for Olympic attendance in previous studies (Funk et al., 2009; Konstantaki & Wickens, 2010; Neirotti & Hilliard, 2006). The list of motives and constraints are presented in Tables 1 and 2.

A scale to assess motives and constraints was developed based on existing scales, as shown in Tables 1 and 2; the scale was mainly 7-point Likert types. Curiosity items were adopted from Park, Mahony, and Greenwell (2010); escape, vicarious achievement, and athlete competence from James and Ross (2003); enjoyment from Kim, Kim, and Kim (2017); socialization, interest in winter sport, interest in host country, and unfamiliarity from Funk and colleagues (2002, 2009); and alternative choice, lack of knowledge, lack of interest, lack of friend, and time constraint from Kim and Trail (2010) and Trail and Kim (2011). Items for social influence were chosen from Cho (2012) and Sun and Choi (2011). Financial cost items from Kim and Trail (2010) were revised to cover the key spending-types associated with attending the Olympics (Young, 2016 August 3). A single item for safety was modified from Neirotti and Hilliard (2006). Single-items for promotional travel packages and traffic were developed based on respondent's commonly used descriptions in the thought-listing procedure and expert reviews.

To minimize common method variance (Podsakoff, MacKenzie, & Podsakoff, 2012), semantic differential scales were used for accessibility-distance, financial cost, accessibility-content and safety; instructions asking for candid responses and proximal separations were inserted as well. Additionally, items to measure attendance and media viewing intentions and demographics were modified from Kim, Kang, and Kim (2014). The originally English-written items were translated into Chinese based on back-to-back translation, following Brislin, Lonner, and Thorndike's (1973) guideline and to ensure reliability. After expert review, the instruments were considered to be ready for use.

Data Collection and Analysis

An online survey to assess motives, constraints, and intentions for attending (62 items) and media viewing (45 items) the 2018 Winter Olympics was conducted. Data were collected from 7 to 1 day(s) before the opening of the 2018 Games. The time period was selected to capture one's motives and constraints when perceptions/intentions for the Olympic consumption were formed and after exposure to the pre-Olympics-hype. Through stratified convenience sampling based on gender, a fairly representative college undergraduate student sample of 313 was collected by an online marketing research agency. The demographics of the sample were 52.4% male, average age of 20.44, household income median ranged in 50,000-74,999 Chinese Yuan, and fewer than 10% of the respondents were in sport-related majors. With MPlus7, structural equation modeling was conducted to test which motives and/or constraints

affected relevant behavioral intentions; two structural models were examined separately, with focus on attendance and media viewing respectively.

Results

Measurement Model

After data screening, the psychometric properties of motive, constraint, and behavioral intention scales were tested. The assumptions of missing data, normality, singularity, linearity, and multicollinearity were examined and satisfied. As multivariate normality was a concern based on normalized Mardia's coefficient (skewness and kurtosis: $p < .01$; 1985), Satorra-Bentler (1994) correction was applied to deal with the issue.

We conducted confirmatory factor analysis. The model fits of measurement models for the two data sets were good (attendance: $\chi^2/df = 2095.186/1297 = 1.62$, CFI = .94, TLI = .93, RMSEA = .04, SRMR = .05; media viewing: $\chi^2/df = 1505.405/884 = 1.70$, CFI = .94, TLI = .93, RMSEA = .05, and SRMR = .05). As shown in Tables 1 and 2, factor loadings ranged from .62 to .98 in attendance and from .65 to .98 in media viewing. Factor loadings of two items in lack of knowledge and interest in winter sport were lower than .70 (Hair et al., 1992), but the items were retained for their theoretical importance. AVE values were all greater than .50 and the corresponding squared inter-construct correlations; AVE values ranged from .58 to .88 in attendance and from .59 to .88 in media viewing (Kline, 2011). Composite reliabilities ranged from .80 to .96 in attendance and from .80 to .96 in media viewing; all values were greater than .70 (Tabachnick & Fidell, 2012). Overall, satisfactory reliability, convergent validity, and discriminant validity were reported for the motive, constraint, and behavioral intention scales in both attendance and media viewing contexts.

Structural Model

Structural Equation Modeling was conducted to investigate the paths from motives and constraints to behavioral intentions (see Table 3). For attendance, motives of interest in winter sport ($\gamma = .48$, S.E. = .12, $p < .01$), interest in host country ($\gamma = .23$, S.E. = .06, $p < .01$), and social influence ($\gamma = .28$, S.E. = .09, $p < .01$), and constraints on time ($\gamma = -.15$, S.E. = .06, $p = .02$) and accessibility ($\gamma = -.10$, S.E. = .06, $p = .07$; marginal) significantly affected attendance intention. Overall, 36.2% and 2.3% of attendance intention's variance were explained by the motives and constraints respectively. For media viewing, curiosity ($\gamma = .31$, S.E. = .10, $p < .01$), interest in winter sport ($\gamma = .27$, S.E. = .12, $p = .02$), social influence ($\gamma = .32$, S.E. = .12, $p = .01$), and alternative choice ($\gamma = .14$, S.E. = .08, $p = .06$; marginal) were motives, and lack of knowledge ($\gamma = .17$, S.E. = .08, $p = .04$) and time ($\gamma = -.15$, S.E. = .07, $p = .04$) were constraints influential on media viewing intention. The motives explained 29.1% and constraints explained 5.1% of media viewing intention's variance.

Discussion

The purpose of this case study was to identify key motives and constraints influential on Chinese college student's intentions for attending or media viewing the 2018 Winter Olympics. A more comprehensive knowledge on various types of motives and constraints related to the two primary channels of Olympics consumption was obtained. The findings contribute to sport event

consumption literature by providing insights on context-specific and generally-applicable motives and constraints. The findings avail valuable and timely insights for organizations preparing for the 2022 Games and sport entities targeting Chinese college students.

Through thought-listing, internal and external motives generally appearing in previous literature such as escape, vicarious achievement, and socialization (Kim et al., 2019; Trail & James, 2015) and rather specific to our context such as curiosity, interest in winter sport, and interest in host country (Neirotti et al., 2001; Park et al., 2010) have been identified. The context-specific motives had stronger influences on behavioral intentions, highlighting why our context had to be approached with its unique aspects in mind and echoing Funk and colleagues' argument (2002, 2003) that context-specific motives can be as influential as generally-applicable motives.

Social influence was a unique external motive with significant influence on attendance and media viewing intentions. That is, perceiving Olympics consumption as a leisure activity popular among others and wanting/needing to be part of the social trend was a strong stimulant for the two activities. The motive is fairly context-specific for being known as more influential in collectivism-based cultures (Cho, 2012; Gau & Kim, 2011; Sun & Choi, 2011) and among younger generations (Dotson et al., 2013); the motive warrants further attention in this particular context. Interest in winter sport had a strong impact on attendance and media viewing intentions, reaffirming the common knowledge that 'sport' is the core cause for sport event consumption. A point to note is that one's interest in winter sport in this context was not only for watching but also learning about winter sport (see Table 1); such focus can be unique to a new emerging winter sport market like China (PBGOC, 2011). The host country played a significant role in stimulating one's interest in Olympics consumption, as evidenced by interest in host country and curiosity being significant motives for attendance and media viewing respectively. The finding aligns with cultural displays of the host country in opening/closing ceremonies and throughout the event being meaningful attractions for Olympics consumption (Kim et al., 2014; Neirotti et al., 2001).

For constraints, the key intrapersonal, interpersonal, and structural constraints identified through thought-listing were mainly consistent to what were found in previous studies on sport event consumption (e.g., Cho et al., 2010; Kim & Trail, 2010; Trail & James, 2015). Traffic, safety, and unfamiliarity were the rather context-specific constraints for Olympic attendance, but were found with insignificant effects on intentions. Time constraint imposed negative influence on both intentions, and accessibility-distance on attendance intention. Influential constraints in this context were mainly structural factors. That is, Chinese college students were not constrained when generating interest in Winter Olympics consumption but structurally constrained in transferring their interest into actual behavior (Crawford & Godbey, 1987; Jackson et al., 1993). Interestingly, lack of knowledge was positively linked to media viewing intention, contrary to our prediction. Lack of knowledge about winter sport perhaps functioned as a motive of wanting to and feeling the need to learn about the sport rather than a constraint. Such explanation makes sense in our context of a new emerging winter sport market where interest in winter sport and social influence were significant motives for media viewing. The explanation needs to be further verified with empirical evidences in future studies.

Comparing the motives and constraints of attendance and media viewing, intra- and inter-personal constraints identified through thought-listing were the same while structural constraints significantly varied (Funk et al., 2009). Most internal and external motives were identical, except

for those related to the travel entailed to attendance; for example, interest in host country and promotional travel package. The similarities can be explained by attendance and media viewing delivering the same sport event/content and the differences by distinctive consumption settings (from the stands vs. via TV or Internet). Notably, media viewing was mentioned as an alternative choice of attendance for being less constrained by structural factors, confirming to be a more accessible way to consume sport events and hinting that attendance intention for some sport media viewer were blocked by structural constraints (Funk et al., 2009; Pritchard et al., 2009).

Practical Implications

Developing strategies to effectively promote the 2022 Winter Olympics among Chinese college students is crucial for the event's success. The findings of this case study can provide useful insights for being conducted with the same target sample. The 2018 Winter Olympics shares identical event characteristics with the 2022 Winter Olympics in terms of event-type/format, the sports being played, quadrennial-cycle, athletes representing countries, international audience, and ceremonies. The market of the two Olympics is similar for being placed in a collectivism-based culture and a new emerging winter sport market. With such similarities, the findings of this case study can be informative for the 2022 Games after careful contemplation on its applicability.

In this case study, social influence and interest in winter sport were motives most influential on attendance and media viewing intentions. Social influence was discussed as a motive imposing stronger influence in collectivism-based cultures (Gau & Kim, 2011), and interest in winter sport as a motive relevant to Winter Olympics and emerging winter sport markets (PBGOC, 2011). As such characteristics are shared between the 2018 and 2022 Games, the two motives can be applied to the 2022 Games context as well; strategically stimulating these motives are recommended. For social influence, messaging the audience 'don't be left out' from watching the Olympics and positioning the event as a 'social trend' can be effective. Such strategy relates to FOMO (or 'Fear Of Missing Out') and FOMO-driven marketing (Hodkinson, 2019), where word-of-mouth, influencers, and social media are known as effective marketing channels. For interest in winter sport, focusing on the event/competition as the core content and highlighting unique attributes of winter sport such as snow, ice, and mountains are important when promoting the event. Particularly, as one's interest in winter sport also lies in learning about the sports, providing information about rules, technicalities, equipment, and star athletes through educational campaigns and/or commentaries in the event delivery can help the promotion of the 2022 Games. While interest in host country and curiosity (of how the host country runs the event) were influential on attendance and media viewing intentions respectively, the findings in this study on the two motives cannot be applied to the 2022 Games context as the host countries differ in the 2018 and 2022 Games.

Compared to motives, constraints had meaningful yet weaker influences on behavioral intentions. In such case, stimulating the influential motives of social influence and interest in winter sport can be more effective than mitigating constraints for the promotion of the 2022 Games among Chinese college students. Intra- and inter-personal constraints which can be applied to both 2018 and 2022 Games for concerning one's perception about winter sport and the Olympics in general (see Table 1) had no negative influences on behavioral intentions, indicating lifting the constraints may not be effective for the 2022 Games promotion. Structural constraints had rather weak influences on behavioral intentions, which influences on attendance

intention are expected to diminish for the 2022 Games in Beijing as lesser travel is required for Chinese college students; the influence on media viewing intention may remain the same. The findings and projections suggest to prioritize strategies stimulating motives over strategies lifting constraints for more effective promotion of the 2022 Winter Olympics consumption among Chinese college students.

Limitation and Future Direction

This case study was focused on Chinese college students' motives and constraints for attending or media viewing the 2018 Winter Olympics. While the specific focus allows better understanding of the particular context and the study's findings contribute to knowledge on context-specific and generally-applicable motives and constraints, there are limitations on generalizability when applying the findings to other contexts. We recommend further studies to be conducted on various events such as the Summer Olympics, world championships, and professional sporting events; in different markets that are based on individualism-based culture; and with diverse samples ranging from youth to elder consumers. Comparing the findings reported from different contexts are required to advance our understanding on the negotiation of motives and constraints for sport event consumption.

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Table 1. Motives for Olympic Games Consumption – Conceptualization and Psychometric Properties

Category	Motives	Conceptualization and Measurement Items	Attendance				Media Viewing			
			Est. AVE	ρ	Mean	SD	Est. AVE	ρ	Mean	SD
Internal Motives	Curiosity	To explore how the Olympics is hosted in Korea		.58	.80		.74	.89		
		1. When the Olympics is hosted in Korea, I want to explore it.	.76		4.60	1.32	.75		4.06	1.48
		2. My curiosity is aroused when the Olympics is hosted in Korea.	.77		4.30	1.39	.93		4.23	1.37
	Vicarious Achievement	3. I am curious to see how Korea hosts the Olympics	.75		4.69	1.24	.89		4.28	1.32
		To vicariously feel a sense of achievement through the national team's or athlete's success		.87	.95		.87	.95		
		1. I feel proud when my national team/athlete plays well.	.94		5.02	1.26	.94		4.91	1.31
	Enjoyment	2. I feel a personal sense of achievement when my national team/athlete do well.	.94		5.04	1.23	.94		4.92	1.29
		3. I feel like I have won when my national team/athlete wins.	.92		4.97	1.19	.92		4.86	1.25
		For hedonic experiences		.86	.95		.79	.92		
	Socialization	1. I feel enjoyment when [attending or media viewing] the Olympics.	.90		4.67	1.31	.87		4.41	1.32
2. I feel entertained when [attending or media viewing] the Olympics.		.94		4.83	1.27	.88		4.41	1.37	
3. [Attending or media viewing] the Olympics is fun.		.94		4.77	1.30	.91		4.55	1.31	
Interest in Winter Sport	To spend time with others		.77	.91		.88	.96			
	1. I enjoy interacting with others when [attending or media viewing] the Olympics.	.89		4.58	1.37	.93		4.37	1.36	
	2. I can bond with others when [attending or media viewing] the Olympics.	.87		4.34	1.47	.94		4.25	1.43	
Escape	3. I [attend or media view] the Olympics to spend time with others.	.87		4.62	1.33	.94		4.31	1.41	
	To watch and learn about winter sport		.60	.82		.59	.80			
	1. I am interested in winter sport.	.86		4.42	1.35	.84		4.37	1.36	
Competence of Athletes	2. I support winter sport.	.78		3.88	1.52	.74		3.82	1.52	
	3. I am a fan of winter sport.	.67		4.90	1.19	.71		4.84	1.24	
	For diversion from routine life		.79	.92		.69	.87			
Interest in Host Country	1. [Attending or media viewing] the Olympics is a great change from what I regularly do.	.94		4.61	1.38	.86		4.33	1.36	
	2. [Attending or media viewing] the Olympics is an escape from my daily activities.	.94		4.73	1.31	.85		3.96	1.42	
	3. I forget about work and stress when [attending or media viewing] the Olympics.	.77		4.84	1.17	.78		3.82	1.46	
Alternative Choice	To watch world-class athlete's performance		.76	.90		.75	.90			
	1. I like watching well-executed plays by world-class athletes.	.88		4.94	1.20	.88		4.92	1.21	
	2. I value seeing world-class athletes compete.	.81		4.97	1.20	.80		4.97	1.20	
Social Influence	3. I enjoy getting to see the superior skills of world-class athletes.	.92		5.02	1.56	.91		5.02	1.56	
	To experience the Korean culture		.80	.94		NA				
	1. I am interested in learning about Korea.	.81		4.10	1.60					
Promotional Packages	2. I would like to experience the Korean culture.	.94		4.01	1.62					
	3. I would like to meet and interact with Korean people.	.90		4.11	1.64					
	4. I would like to visit historical and cultural sites of Korea.	.94		4.01	1.61					
External Motives	As an alternative for attending the Olympics		NA			.70	.88			
	1. I'd rather watch the Olympics on TV than attending the Olympics.					.76		4.04	1.51	
	2. I prefer watching the Olympics on TV than in-person.					.86		3.69	1.57	
Social Influence	3. Watching the Olympics on TV is more convenient than attending.					.89		3.62	1.59	
	Due to influence from others and to follow the trend		.80	.92		.76	.91			
	1. My family and friends ask me to [attend or media view] the Olympics with them.	.94		3.45	1.73	.83		4.32	1.42	
Promotional Packages	2. People around me talks a lot about [attending or media viewing] the Olympics.	.84		3.77	1.67	.88		4.10	1.44	
	3. I want to [attend or media view] the Olympics as everyone else seems to do so	.90		3.21	1.73	.91		4.17	1.44	
	As promotional travel packages are offered					NA				
Promotional Packages	1. There are good travel packages offered for attending the Olympics.			4.00	1.50					

Table 2. Constraints and Behavioral Intentions for Olympic Games Consumption.

Category	Constraints/ Intentions	Conceptualization and Measurement Items	Attendance				Media Viewing					
			Est.	AVE	ρ	Mean	SD	Est.	AVE	ρ	Mean	SD
Intra-personal Constraints	Lack of Knowledge	Due to difficulty understanding winter sport										
		1. I don't understand the rules of Olympic winter sport.	.62	.66	.85	4.11	1.48	.65	.66	.85	4.07	1.41
2. I don't understand the technicalities of Olympic winter sport.		.91			3.58	1.58	.90			3.59	1.49	
Intra-personal Constraints	Lack of Interest	3. I don't understand the strategies of Olympic winter sport.	.88			3.64	1.55	.86			3.68	1.50
		Due to insufficient interest in the Olympics or preference for other leisure activities										
1. I am not interested in watching the Olympic.		.93	.88	.96	2.60	1.63	.92	.87	.95	2.61	1.64	
Intra-personal Constraints	Lack of Friends	2. Watching the Olympics is boring.	.98			2.56	1.62	.98			2.56	1.62
		3. I'd rather spend time on other leisure activities than watching the Olympics.	.90			2.58	1.57	.90			2.58	1.57
Due to difficulty finding someone to watch with												
Inter-personal Constraints	Lack of Friends	1. My family is not interested in [attending or media viewing] the Olympics with me.	.96	.86	.95	3.86	1.72	.93	.88	.96	3.52	1.57
		2. My friends are not interested in [attending or media viewing] the Olympics with me.	.89			3.91	1.68	.93			3.51	1.61
3. I don't have someone to [attend or media view] the Olympics with me.		.93			3.77	1.69	.96			3.55	1.58	
Structural Constraints	Financial Cost	Due to high cost of attending the Olympics										
		1. Ticket price for attending the Olympic is [expensive-cheap].	.87			4.40	1.21					
2. Transportation for attending the Olympic is [expensive-cheap].		.94			4.57	1.27						
Structural Constraints	Time Constraint	3. Accommodations for attending the Olympic is [expensive-cheap].	.97			4.62	1.27					
		Due to lack of time or other commitments										
1. I don't have time to [attend or media view] the Olympics due to work.		.81	.65	.85	3.74	1.64	.88	.74	.90	3.41	1.56	
Structural Constraints	Traffic	2. I don't have time to [attend or media view] the Olympics due to school/studying.	.82			3.76	1.60	.87			3.51	1.59
		3. I don't have time to [attend or media view] the Olympics due to social/family activities	.79			3.43	1.57	.83			3.25	1.60
Due to traffic congestions												
Structural Constraints	Accessibility-Distance	1. The traffic congestion around the Olympic venues and sites will be bad.				4.79	1.19					
		As difficult to attend due to geographic location										
1. Access to the Olympic venues is [difficult-easy].		.91	.81	.93	3.75	1.57						
Structural Constraints	Safety	2. Access to the Olympic sites is [difficult-easy].	.95			3.72	1.55					
		3. Access to the Olympic host city is [difficult-easy].	.84			3.75	1.51					
Due to concerns about safety issue												
Structural Constraints	Unfamiliarity	3. My concerns about safety at Olympic sites are [very low-very high].				2.86	1.55					
		Due to language barriers and lack of knowledge of Korea										
1. Language barrier makes attending the 2018 Olympics difficult.		.79	.75	.90	4.24	1.55						
Structural Constraints	Accessibility-Content	2. Unfamiliarity with Korea makes attending the 2018 Olympics difficult.	.92			3.49	1.66					
		3. Limited knowledge about Korea makes attending the 2018 Olympics difficult.	.88			3.69	1.68					
Due to difficult access to Olympics media content												
Behavioral Intentions	* Questions for media viewing were asked about one's intention to watch the games 'every day.'	1. I have limited access to Olympics media content.						.92	.79	.92	2.76	1.71
		2. I have limited internet access for watching the Olympics.						.85			3.02	1.73
3. I have limited TV access for watching the Olympics.							.89			2.85	1.71	
1. I am planning to [attend or media view] the 2018 Winter Olympics*.		.81	.70	.90	3.61	1.70	.91	.78	.91	3.92	1.54	
2. I intend to [attend or media view] the 2018 Winter Olympics*.		.79			3.04	1.79	.87			3.97	1.54	
Behavioral Intentions	* The possibility of me [attending or media viewing] the 2018 Winter Olympics is [low-high]*.	3. The possibility of me [attending or media viewing] the 2018 Winter Olympics is [low-high]*.	.84			3.76	1.73	.87			4.10	1.52
		4. I am interested in attending the 2018 Winter Olympics.	.90			3.48	1.73					
Behavioral Intentions												

Table 3. Results of Structural Equation Modeling

<Attendance>	Motives/Constraints	Motivation and Constraint → Attendance Intention			
		Est.	S.E.	Est./S.E.	p-value
Internal Motivation	Curiosity	.09	.13	0.67	.50
	Vicarious Achievement	-.02	.09	-0.20	.84
	Enjoyment	-.11	.10	-1.15	.25
	Socialization	-.03	.08	-0.43	.67
	Interest in Winter Sport	.48	.12	4.21	*.01
	Escape	.10	.08	1.24	.22
	Athlete Competence	-.16	.10	-1.51	.13
	Interest in Host Country	.23	.06	3.65	*.01
External Motivation	Social Influence	.28	.09	3.29	*.01
	Promotional Package	-.05	.07	-0.74	.46
Intrapersonal Constraint	Lack of Knowledge	-.03	.07	-0.36	.72
	Lack of Interest	.10	.08	1.28	.20
Interpersonal Constraint	Lack of Friend	-.08	.06	-1.35	.18
Structural Constraint	Financial Cost	.07	.05	1.53	.13
	Time Constraint	-.15	.06	-2.31	*.02
	Traffic	.01	.05	0.01	.99
	Accessibility-Distance	-.10	.06	-1.79	** .07
	Safety	.04	.04	0.87	.38
	Unfamiliarity	.09	.07	1.41	.16

* $p < .05$, ** $p < .10$

<Media Viewing>	Motives/Constraints	Motivation and Constraint → Media Viewing Intention			
		Est.	S.E.	Est./S.E.	p-value
Internal Motivation	Curiosity	.31	.10	3.07	*.01
	Vicarious Achievement	-.10	.08	-1.26	.21
	Enjoyment	-.16	.10	-1.58	.11
	Socialization	.01	.10	0.09	.93
	Interest in Winter Sport	.27	.12	2.25	*.02
	Escape	.03	.09	0.33	.74
	Athlete Competence	.02	.09	0.25	.81
	External Motivation	Alternative Choice	.14	.08	1.89
Social Influence		.32	.12	2.60	*.01
Intrapersonal Constraint	Lack of Knowledge	.17	.08	2.08	*.04
	Lack of Interest	-.07	.06	-1.18	.24
Interpersonal Constraint	Lack of Friends	-.01	.07	-0.14	.89
Structural Constraint	Time Constraint	-.15	.07	-2.07	*.04
	Content Accessibility	.03	.10	0.32	.75

* $p < .05$, ** $p < .10$