

## THE INFLUENCE OF IDENTITY AND MOTIVATION ON BEHAVIORAL INTENTION OF WINTER SPORTS IN HEBEI PROVINCE

### *A INFLUÊNCIA DA IDENTIDADE E DA MOTIVAÇÃO NA INTENÇÃO COMPORTAMENTAL DE PRATICAR ESPORTES DE INVERNO NA PROVÍNCIA DE HEBEI*

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#### **Abstract**

This study explores the influence of identity and motivation on the behavioral intention of Hebei Province residents to participate in winter sports. Taking Hebei—rapidly developed after the Beijing 2022 Winter Olympics—as the context, the research is grounded in Social Identity Theory. Identity is analyzed across four dimensions: Individual Identity, Group Identity, Value Identity, and Cultural Identity. Motivation is categorized into five types: External Regulation, Introjected Regulation, Identified Regulation, Integrated Regulation, and Intrinsic Motivation. Behavioral intention includes three aspects: initial participation, repeated participation, and recommending to others. With objective to construct the theoretical system of influencing factors of winter sports consumption behavior of residents in Hebei Province. To investigate the current situation of the winter sports consumption of residents in Hebei Province and study the correlation between the winter sports consumption behavior of the residents in Hebei Province and various factors. To construct the theoretical model of the influencing factors of winter sports consumption behavior in residents of Hebei Province, analyze the influence relationship between the winter sports consumption behavior in residents of Hebei Province and various factors, and verify the research hypothesis. Using a mixed-methods approach, quantitative analysis shows that identity positively affects motivation, which in turn positively influences behavioral intention,

#### **Resumo**

*Este estudo explora a influência da identidade e da motivação na intenção comportamental dos residentes da província de Hebei de praticar esportes de inverno. Tendo Hebei — que se desenvolveu rapidamente após os Jogos Olímpicos de Inverno de Pequim 2022 — como contexto, a pesquisa baseia-se na Teoria da Identidade Social. A identidade é analisada em quatro dimensões: identidade individual, identidade de grupo, identidade de valores e identidade cultural. A motivação é categorizada em cinco tipos: regulação externa, regulação introjetada, regulação identificada, regulação integrada e motivação intrínseca. A intenção comportamental inclui três aspectos: participação inicial, participação repetida e recomendação a outras pessoas. Com o objetivo de construir o sistema teórico dos fatores que influenciam o comportamento de consumo de esportes de inverno dos residentes da província de Hebei. Investigar a situação atual do consumo de esportes de inverno dos residentes da província de Hebei e estudar a correlação entre o comportamento de consumo de esportes de inverno dos residentes da província de Hebei e vários fatores. Construir o modelo teórico dos fatores que influenciam o comportamento de consumo de esportes de inverno entre os residentes da província de Hebei, analisar a relação de influência entre o comportamento de consumo de esportes de inverno dos residentes da província de Hebei e vários fatores, e verificar a hipótese de pesquisa. Utilizando uma*



with motivation serving as a mediator. Qualitative interviews further reveal individuals' subjective perceptions of winter sports involvement. Findings the quantitative research results indicate that the path coefficient of motivation on behavioral intention is 0.592 (S.E.=0.069, C.R.=10.538,  $P < 0.001$ ), suggesting a direct and significant positive correlation between motivation and behavioral intention. This research offers both theoretical support and practical strategies, emphasizing the need to foster intrinsic motivation and build community-based identities to promote sustainable winter sports participation.

**Keywords:** Identity. Motivation. Behavioral Intention. Constraints. Winter Sports. Hebei Province. Sustainable Participation.

*abordagem de métodos mistos, a análise quantitativa mostra que a identidade afeta positivamente a motivação, que, por sua vez, influencia positivamente a intenção comportamental, com a motivação atuando como mediadora. Entrevistas qualitativas revelam ainda as percepções subjetivas dos indivíduos sobre o envolvimento em esportes de inverno. Os resultados da pesquisa quantitativa indicam que o coeficiente de caminho da motivação sobre a intenção comportamental é de 0,592 (E.E. = 0,069, C.R. = 10,538,  $P < 0,001$ ), sugerindo uma correlação positiva direta e significativa entre motivação e intenção comportamental. Esta pesquisa oferece tanto suporte teórico quanto estratégias práticas, enfatizando a necessidade de fomentar a motivação intrínseca e construir identidades baseadas na comunidade para promover a participação sustentável em esportes de inverno.*

**Palavras-chave:** Identidade. Motivação. Intenção comportamental. Restrições. Esportes de inverno. Província de Hebei. Participação sustentável.

## 1 INTRODUCTION

The future development of winter sports consumption in Hebei Province is full of promise, with its strategic location, abundant natural resources, and policy support driving growth in this sector. Hebei boasts some of the finest natural conditions for winter sports in North China, including high-quality snow, favorable terrain, and extended snow seasons, particularly in the mountainous regions of the province. These natural advantages make Hebei a prime destination for skiing and other winter sports, attracting enthusiasts and boosting tourism (Li, S., Yang, X., & Wang, D., 2020). Additionally, the province's proximity to Beijing enhances its accessibility, further amplifying its market potential for winter sports consumption. Government policies and initiatives have created a supportive environment for the development of winter sports in Hebei. The provincial government has implemented development plans and promotional activities aimed at expanding mass participation in ice and snow sports. Significant investments have been made in infrastructure, including the construction and upgrading of winter sports venues and facilities. These efforts have not only improved accessibility to winter sports but have

also fostered the growth of related industries, such as equipment manufacturing, training institutions, and event management, forming a robust winter sports industry chain (Hebei Provincial Government, 2021). The lasting impact of the 2022 Beijing Winter Olympics remains a key driver for winter sports consumption in Hebei Province. This international event significantly raised the profile of Hebei in the global winter sports arena and positioned the province as a world-class hub for ice and snow activities. As a host of the Winter Olympics, Hebei gained invaluable experience and infrastructure that continues to benefit its winter sports industry. The Olympic legacy is expected to sustain interest and participation in winter sports while also attracting new investment and international attention (Zhang, Y., & Li, X., 2018). In addition to leveraging its natural and infrastructural advantages, Hebei is also benefiting from a growing societal emphasis on healthy lifestyles. With increasing awareness of physical fitness and well-being, winter sports have become more than just recreational activities; they are now integrated into people's daily lives as a way to maintain health and fitness. Activities such as skiing, snowboarding, and ice skating are gaining popularity, creating a broader and more diverse market for winter sports consumption (Zhang, 2020). Winter sports consumption in Hebei is also diversifying to meet the evolving preferences of consumers. Beyond traditional skiing and skating, new offerings such as ice and snow tourism, winter outdoor adventures, and fitness programs have emerged. These innovations cater to the growing demand for unique and personalized experiences, making winter sports more accessible and appealing to a wider audience. The integration of competitive and mass winter sports activities, such as local tournaments and recreational events, has further broadened public participation and engagement (Hall, C. M., & Weiler, B., 2018). The economic implications of this growth are profound. The expansion of winter sports consumption is expected to stimulate the development of related industries, including tourism, hospitality, and retail. The rise of winter sports in Hebei will also create employment opportunities and contribute to the overall economic vitality of the region. Furthermore, by cultivating a culture of participation in winter sports, Hebei can nurture local talent, contribute to national fitness goals, and strengthen its position as a leader in China's winter sports sector (Hebei Provincial Government, 2021). Looking ahead, Hebei Province is poised to capitalize on its unique advantages to drive the sustainable development of winter sports consumption. The combination of natural resources,

strategic location, strong policy support, and the legacy of the 2022 Winter Olympics positions Hebei as a frontrunner in the field of winter sports in China. By continuing to innovate and adapt to changing consumer demands, Hebei can build a vibrant and inclusive winter sports culture that benefits both residents and visitors. This growth will not only enhance the quality of life for local communities but also provide a powerful engine for economic and social development, ensuring a bright future for winter sports in the province (Li, S., Yang, X., & Wang, D., 2020; Zhang, 2020).

### **1.1 Research background**

Hebei Province, located in northern China, holds significant potential for the development of winter sports due to its rich natural resources, strategic geographical location, and strong governmental support. The province is blessed with high-quality snow, favorable terrain, and an extended snow season, making it an ideal destination for winter sports, particularly skiing. The proximity to Beijing, the host city of the 2022 Winter Olympics, enhances Hebei's position as a key player in China's winter sports industry. With the successful bid to host the Winter Olympics, China has committed to promoting the development of winter sports nationwide, and Hebei is expected to play a central role in this initiative. The development of winter sports in Hebei has been strongly influenced by the government's efforts to enhance infrastructure, promote mass participation, and establish a thriving winter sports industry. The Hebei Provincial Government has implemented policies to improve sports facilities, organize winter sports events, and encourage the public to engage in winter sports. These policies align with the national strategy to encourage 300 million people to participate in ice and snow sports, as outlined in the "Hebei Winter Sports Development Plan (2015-2022)" and other related documents. The 2022 Beijing Winter Olympics has acted as a catalyst, elevating Hebei's global profile and stimulating public interest in winter sports. The legacy of the Winter Olympics has continued to inspire both competitive and recreational winter sports in the province. As awareness of health and fitness grows, winter sports are increasingly being incorporated into people's lifestyles, expanding the scope of winter sports consumption. In addition to traditional sports like skiing, new forms of winter tourism, outdoor activities, and ice sports fitness are gaining popularity, driving further development. In

conclusion, Hebei's winter sports sector is poised for continued growth, supported by its natural resources, government policies, and the lasting influence of the Winter Olympics. This expansion presents significant opportunities not only for the sports industry but also for related sectors such as tourism, retail, and hospitality.

## 1.2 Problem statement

Despite the promising natural resources, strategic location, and governmental support for winter sports in Hebei Province, significant challenges remain in fully realizing its potential. One of the primary issues is the slow pace of mass participation in winter sports, particularly skiing, which remains limited to a small portion of the population. Although Hebei has favorable snow conditions and proximity to Beijing, which hosted the 2022 Winter Olympics, the rate of engagement in winter sports by local residents and tourists is still far below the target set by national strategies, such as encouraging 300 million people to participate in ice and snow sports. In addition, while infrastructure for winter sports has improved, there are still gaps in the accessibility and quality of facilities, especially in rural areas. The lack of widespread awareness and knowledge about winter sports, coupled with insufficient promotion and education, hinders broader public involvement. Furthermore, Hebei's winter sports industry, although growing, faces challenges in sustaining long-term development, such as diversifying consumer behaviors and fostering an enduring sports culture. Moreover, despite policy support and the legacy of the Winter Olympics, the province struggles with integrating winter sports into everyday life, making it a consistent part of residents' recreational routines. These barriers highlight the need for more in-depth research on the factors influencing participation in winter sports, including identity, motivation, and behavioral intent, which can help inform more effective policies, promotional strategies, and development initiatives for the sector. To address these challenges, a focused approach is required to identify the underlying factors that limit mass engagement in winter sports in Hebei and develop targeted solutions to promote sustainable participation.

### 1.3. Research questions

1. How is the current situation of winter sports consumption in Hebei province?
2. What are the influencing factors of winter sports consumption of residents in Hebei Province?
3. How is the relationship among the influencing factors of winter sports consumption?
4. How to improve the participation of winter sports consumption in Hebei Province?

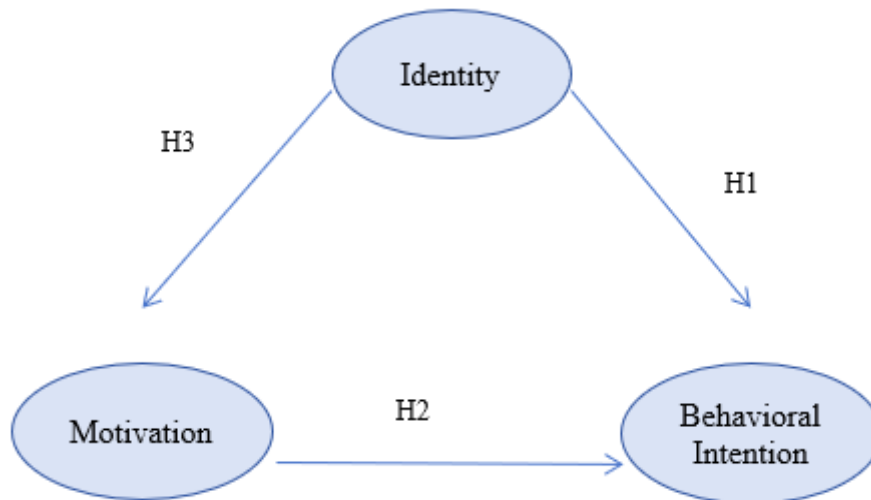
### 1.4 Research objective

1. Construct the theoretical system of influencing factors of winter sports consumption behavior of residents in Hebei Province.
2. Investigate the current situation of the winter sports consumption of residents in Hebei Province, and study the correlation between the winter sports consumption behavior of the residents in Hebei Province and various factors.
3. Construct the theoretical model of the influencing factors of winter sports consumption behavior in residents of Hebei Province, analyze the influence relationship between the winter sports consumption behavior in residents of Hebei Province and various factors, and verify the research hypothesis.
4. According to the research results, expand the path of Hebei residents to participate in winter sports consumption, and provide suggestions and strategies, in order to continuously promote Hebei residents to participate in winter sports consumption.

## 1.5 Research model

**Figure 1**

*Research Model*



## 1.6 Hypothesis

H1. Identity Has a Positive Impact on the Motivation for Winter Sports Consumption.

H2. Motivation Has a Positive Impact on the Behavioral Intention for Winter Sports Consumption.

H3. Motivation Plays a Mediating Role between Identity and Behavioral Intention for Winter Sports Consumption.

## 2 LITERATURE REVIEW

### 2.1 Identity

Identify refers to the confirmation of the common or the same thing, which is widely used in the field of sociology and psychology, especially by foreign scholars.

Jonathan Rutherford (Jonathan Rutherford) believes that identity is what you have in common with some people, and what makes you differ from others. In essence, identity gives people a sense of existence, which involves the social relationship of the individual, including the complex involvement between you and others (Rutherford, J. 1998). According to Robert Worsno (Robert Wuthnow), the process of identity is the process (Wuthnow,1996) that is like or different from others. Manuel (Manuel Caster) believes that identity is the source of people gain their life meaning and experience, and it is the consistent experience (Castells,2003) of self-identity, status, interests and belonging. Cross developed the model of cultural identity, emphasizing the complexities of cultural identity in multicultural societies. He researched how individuals from diverse cultural backgrounds navigate and balance multiple cultural identities (Cross,1991). In the book *Introduction to Identity*, Tao Jiajun pointed out that the basic meaning of identity refers to the identity between individuals and specific social cultures, and widely refers to the collective identity selection (Tao,2004) of a certain cultural subject between strong and weak cultures. Zhang Shuhua, Li Haiying and Liu Fang believe that in the review of identity is the cognition of self-identity recognition and the belonging group, as well as the integration of emotional experience and behavior patterns (Zhang, Li &Liu,2012). At present, there are many cases of using the identity theory to study the real social problems in China. According to Zou Ying's research, identity is the cognitive (Zhou,2007) that individuals regard themselves as a certain group member and belonging to a certain group in terms of emotion and value. The research results of foreign scholars on the identity theory are also relatively mature. According to scholar Kadox (Kay Deaux), identity is a person's cognition of which group he belongs to, which is an extremely important aspect of self-concept (Deaux,1993). Giddens is a sociologist who emphasizes the relationship between individualization and group identity in modern society. He believes that individuals in modern society are more autonomous, but they also need to find group identity to meet their social and psychological needs (Giddens,1991). Social psychologist Alexander Hamensky has conducted extensive research, emphasizing the social identity theory of group identity. He proposed that social identity is an important component of group identity and examined the relationship between authority, leader, and group identity. (Haslam,1995). Chinese scholar Cui Xinjian believes that the core of identity is cultural identity, which refers to the confirmation of the common culture between people

or individuals and groups. Using the same cultural symbols, following the common cultural concept, adhering to the common thinking mode and code of conduct, is the basis of cultural identity (Cui,2004). Identity is the basis of value identity, and people's common value identity is the essence of cultural identity. First, self-identity needs to develop self-identity into collective identity and establish collective cultural identity through the development of self-consciousness. In addition, it is necessary to set the scope of self-identity, distinguish the collective cultural identity and cultural exclusion, establish the boundary of cultural identity, and realize the value and significance of cultural identity.

Research on winter sports consumption involves various perspectives from scholars. Smith (2018) argues that winter sports consumption is closely tied to individual sports identity, providing an avenue for self-expression and identity affirmation. Johnson (2017) emphasizes the role of social identity, underlining the importance of participation and support in winter sports for integration into specific social circles and communities. Brown (2019) highlights the cultural dimension of winter sports consumption, suggesting that these activities reflect cultural values and traditions, aiding individuals in connecting with and maintaining their cultural identity. Green (2016) points out environmental considerations, examining the impact of winter sports on natural resources and sustainability. From an economic standpoint, Smith (2017) discusses the significant economic implications of winter sports consumption, benefiting winter resorts and related industries. These diverse viewpoints and their associated references contribute to a multifaceted understanding of the complex phenomenon of winter sports consumption. Researchers can draw upon these perspectives based on their specific research interests and methodologies.

Identity refers to an individual's cognitive and emotional awareness of their identity, roles, and sense of belonging. It encompasses the recognition of one's self-identity and self-worth, as well as the sense of belonging to a larger social, group, cultural, or other identity organization. Identity in the context of winter sports consumption refers to the way individuals perceive themselves and express their connection to winter sports and related activities. It encompasses the role of winter sports in shaping one's self-concept and how individuals identify with the broader winter sports community. Understanding these different dimensions of identity related to winter sports consumption

is crucial for marketers, policymakers, and organizations involved in promoting winter sports. It consists of four parts: 1. Individual identity; 2. Group Identity; 3. Value Identity; 4. Cultural Identity. By recognizing and appealing to the diverse aspects of individuals' winter sports identity, strategies can be developed to enhance engagement, foster community, and promote the positive aspects of winter sports culture.

## 2.2 Motivation

The research conducted by various scholars on motivation provides valuable perspectives that help us gain a deeper understanding and explanation of the essence of motivation. Abraham Maslow's (1943) Hierarchy of Needs theory highlights the significance of fulfilling various levels of needs in stimulating and sustaining an individual's motivation, establishing itself as a classic framework for comprehending intrinsic drivers within humans. In contrast, the Self-Determination Theory, proposed by Edward Deci and Richard Ryan (2000), underscores the pivotal role of autonomy in intrinsic motivation, emphasizing the importance of considering an individual's autonomy, competence, and relatedness when creating motivating contexts. Furthermore, Conditioning theory by the behaviorist pioneer B.F. (1938) Skinner emphasizes the influence of external stimuli in shaping motivation, exerting a profound impact on the field of behavioral psychology. John Atkinson's Achievement Motivation Theory focuses on the differentiation in individuals' motivation when faced with various tasks and objectives, offering valuable insights into the realms of education and career development.

Hinch (2011) argued that comprehending individual motivations for participating in sports tourism is the first step in studying how to utilize these motivations to promote growth in the sports tourism industry. Sports tourism motivations are demands perceived by sports tourists, which become driving factors through the decision-making process, ultimately leading to purchase or participation intentions (Collier, 1999). These needs, arising from both internal and external environments, are thought to be influenced by factors such as competition levels, other sports tourists, and event types (Robinson & Gammon, 2004).

When researching sports tourism motivations, it is crucial not only to draw from the achievements of tourism motivation studies but also to recognize the uniqueness of sports tourism motivations. Domestic researchers, such as Zhang Zhaolong and Deng Weixia (2014), conducted studies from different academic backgrounds. For example, they used the Push-Pull Theory to investigate the motivations and characteristics of female tourists participating in sports tourism at the Jade Dragon Snow Mountain scenic area. The research revealed that female participants in sports tourism tended to be younger, more educated, and possessed good economic and career prospects. The driving factors motivating female sports tourists included "social needs for fitness and leisure," "curiosity to enhance sports tourism awareness," and "a pursuit of high-quality life challenging oneself." Pull factors motivating them were the "internal and external environment of the sports tourism destination" and "unique sports tourism resources." Yu Sumei (2007) conducted empirical research on the motivations of various social background groups in sports tourism. She found that the primary motivations for sports tourism among respondents included leisure, recreation, seeking excitement, and fitness. However, motivations for sports tourism often differed among groups of varying gender, age, and educational backgrounds. Females engaged in sports tourism primarily for leisure and recreation, while males did so for seeking excitement and fitness. Younger individuals placed greater importance on seeking excitement and recreation when selecting sports tourism activities, while older age groups engaged in sports tourism more for leisure and fitness purposes (Yu,2007).

The successful bid for the 2022 Beijing Winter Olympics has brought opportunities for the development of winter sports consumption in China. Seizing this opportunity to grow and strengthen participants in winter sports consumption is of great significance for the development of the winter sports industry and the popularization of winter sports (Zhang, H., & Lu, L.,2005). Scholars both domestically and abroad have mainly approached the study of tourism motivation theory through theories such as push-pull theory (Teng, X., & He, Z. ,2007) and travel career ladder theory. Yue Xianfeng (2014) for instance, applied tourism expectancy theory to explore the impact on sports tourism consumption motivation, broadening the research field by applying tourism motivation theory to the process of sports tourism consumption motivation. Wang Hengli and others (2017), based on expectancy theory, discussed ice and snow sports tourism

consumption behavior, while Chen Shanping and others (2006), through constructing a sports consumption cognitive concept model, concluded that there is a mutual influence relationship between sports motivation and sports consumption cognition, and sports cognition and sports consumption motivation will affect consumer behavior.

However, Liu Lijun and others (2015) pointed out in their review of the research status of ice and snow sports tourism in China that the focus has primarily been on the current situation and countermeasures of ice and snow sports tourism. The research perspectives listed in their study do not include a focus on the study of ice and snow sports tourism consumers. Moreover, empirical research has used ranking reciprocals in statistical methods. In summary, research and discussion on ice and snow sports tourism have mostly concentrated on perspectives such as the management and development of the ice and snow industry. The current status of consumer demand in ice and snow sports tourism, how to improve consumer cognition and motivation, and how to translate them into actual consumer behavior are areas that need further exploration.

Considering the characteristics of the winter sports studied in this paper, the measurement dimensions for motivation in this study adopt the five dimensions from Self-Determination Theory: "External Regulation" "Introjected Regulation" "Identified Regulation" "Integrated Regulation" and "Intrinsic Motivation"

### **2.3 Behavioral intention**

Drawing on the preliminary discussions of both domestic and foreign scholars regarding the concept of behavioral intention, some understandings and definitions are as follows: Harrison *et al.* (1997) assert that behavioral intention represents the intensity of the intention to engage in a specific behavior. Chen Peiwen (2017) suggests that behavioral intention is the inclination and willingness of an individual to carry out a particular behavior. Pan Lixia (2020), in her study on the behavioral intentions of female amateur marathon runners, defines behavioral intention as primarily referring to people's attitudes and inclinations towards participating in a particular behavior. Behavioral intention, a fundamental concept in various disciplines, is the inclination or intention of an individual or organization to engage in specific actions in the future. The definition

and emphasis on behavioral intention may vary among different scholars and fields, reflecting the nuances of research interests and methodologies.

In the realm of social and behavioral sciences, several prominent definitions of behavioral intention have emerged, each representing a unique perspective. One such definition is presented by Icek Ajzen and Martin Fishbein's (1980) Theory of Planned Behavior. This theory emphasizes the interplay of three essential factors: attitude, subjective norm, and perceived behavioral control. Attitude refers to an individual's positive or negative feelings toward a particular behavior, while subjective norm represents the social pressures and expectations influencing their decision. Perceived behavioral control reflects an individual's belief in their ability to control the behavior. This theory posits that behavioral intention is a critical determinant of actual behavior. Regarding the measurement of consumer behavioral intentions, several perspectives have been explored. Boulding (1996) identified factors influencing consumer behavioral intentions in the context of service quality, including repurchase intention and word-of-mouth recommendation. Parasuraman (1998), in a study on consumer behavioral intentions, employed factor analysis to divide it into five dimensions: internal response, external response, willingness to pay, switching goals, and loyalty. Baker (2000) proposed several measurement perspectives for consumer behavioral intentions, including whether consumers are willing to pay more for a product despite a price increase, their willingness to spend more compared to homogeneous products, loyalty to purchased products, willingness to recommend to others, and whether they encourage friends and family to make purchases. Xie Lishan and Li Jianyi (2007) introduced four indicators for measuring tourists' behavioral intentions, encompassing willingness to continue purchasing products and services, recommending to others, praising to others, and introducing to others. Zhao Weiqing (2014) conducted research on consumer behavioral intentions in B2C models and found that these intentions could be categorized into purchasing intention and recommendation intention.

In the field of sports science, some scholars also conduct research on behavioral intentions. Chinese scholars have primarily focused their research on behavioral intentions within the discipline of sports science, including intentions related to physical exercise, sports tourism, event participation, leisure sports activities, the use of sports-related mobile applications, and the relationship between satisfaction and behavioral

intentions. Foreign scholars have a long history of researching behavioral intentions. Kyriaki Kaplanidou and Heather J. Gibson (2010) conducted an experiment to validate the impact of behavioral intentions on the attendance intentions of sports event spectators. They discovered that satisfaction had a mediating effect on the relationship between satisfaction and intentions, event image, and intentions. Therefore, enhancing satisfaction among spectators is a crucial driver for forming positive attitudes and behavioral intentions toward sports events. In another study, Kyriaki Kaplanidou and Heather Gibson (2012) compared the first-time and repeat attendance intentions of youth soccer match spectators. They found that past experiences poorly predicted attendance intentions, while satisfaction with the event and perceptions of the event significantly influenced repeat attendance intentions. Amalia Zorzou *et al.* (2014) conducted a study on the motivations, attitudes, and behavioral intentions of live football match spectators. The results indicated that self-identity, information acquisition, social promotion, and financial considerations significantly impact the behavioral intentions of spectators attending live matches. Parasuraman (1996) supplemented the measurement indicators for behavioral intentions, suggesting that consumer loyalty and willingness to pay more money should also be considered in behavioral intention measurement. Mittatl and Lassar (1996) argued that customer willingness to recommend is equally important.

In recent years, Chinese scholars have begun researching the attendance behavioral intentions of audiences through various sports events. Li Na (2016) analyzed the behavioral intentions of football fans attending professional league matches, concluding that subjective norms are the main influencing factors on football fans' attendance intentions and actual attendance behaviors. Under the dimension of subjective norms, fans are influenced by family, friends, football stars, and fan organizations, enhancing their attendance intentions. Li Shengmin and Lu Fenghui (2010) reached similar conclusions, suggesting that fan associations or groups can influence attendance intentions and behaviors. If fan associations or groups organize positive and healthy activities and create a supportive atmosphere at the match venue, spectators are likely to be influenced by the positive atmosphere, encouraging them to actively attend football matches.

Behavior intention refers to an individual's expressed likelihood or intention to engage in a particular behavior. This concept is often employed in psychology, social sciences, and marketing research to understand and predict human behavior. It is based on the idea that people's intentions are strong predictors of their actual actions. Behavior intention for winter sports consumption refers to an individual's expressed likelihood or intention to engage in winter sports activities. Understanding behavior intention is crucial for predicting actual participation in these activities and can inform efforts to promote and support winter sports. Here are three aspects of behavioral intention: 1. Participate; 2. Participate Again; 3. Recommend to Friends.

### **3 METHODOLOGY OVERVIEW**

Mixed methods research exists when a researcher combines quantitative and qualitative research techniques, methods, approaches, concepts, or language into a single study. Such research combines inquiry methods of induction (discovery of patterns), deduction (testing of theories and hypotheses), and abduction (developing and relying on a set of explanations for understanding). The fundamental principle of mixed methods involves understanding the strengths and weaknesses of each approach to produce a superior study design to mono-methodological studies because they combine complementary strengths and non-overlapping weaknesses (Johnson & Turner, 2003). One example might be adding qualitative interviews to quantitative experiments as a manipulation check. Another could be adding a quantitative survey to a qualitative study in order to systematically measure constructs considered integral to the resulting theory. The use of mixed methods affords several benefits, including: triangulation, complementarity, initiation, development, and expansion.

This research is mixed research between quantitative research and qualitative research which can be described as follows:

For quantitative research, this research conducted data collection by using questionnaires on three variables. Including independent variable Identity (Individual Identity, Group Identity, Value Identity, Cultural Identity) , independent variable Motivation (External Regulation, Interjected Regulation, Identified Regulation,

Integrated Regulation, Intrinsic Motivation), and dependent variable Behavioral Intention (Participate, Participate Again, Recommend to Friends). In order to use the collected data to analyze the Structural Equation Modeling (SEM) and statistical data analysis, this research uses AMOS software to realize (Diamantopoulos & Siguaw, (2000).

For qualitative research, the researcher collected data using the In-Depth Interview method. The population and the sample that the researcher has visited the area for In-Depth Interview with Purposive Sampling to take the results from the field visit to analyze the research model of this paper and verify the relationship among identity Motivation and Behavioral Intention which has been having a quantitative relation.

## 4 RESULTS AND FINDINGS

### 4.1 Results and findings

In this part, the AMOS algorithm is utilized to evaluate the measurement model. Examining the developed model's validity and reliability is part of the assessment process. As indicated in Table 1, the main metrics used to measure reliability and validity are Cronbach's alpha, composite reliability, and average variance extracted (AVE).

**Table 1**

*Reliability and Convergence Validity test*

	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Individual Identity	0.830	0.827	0.614
Group Identity	0.824	0.941	0.841
Value Identity	0.628	0.839	0.636
Cultural Identity	0.751	0.852	0.657
External Regulation	0.684	0.941	0.843
Interjected Regulation	0.669	0.940	0.840
Identified Regulation	0.807	0.956	0.877
Integrated Regulation	0.750	0.936	0.829

Intrinsic Motivation	0.684	0.916	0.764
Participate	0.942	0.943	0.806
Participate Again	0.907	0.908	0.711
Recommend to Friends	0.914	0.917	0.787

Cronbach's alpha, CR, and AVE values are shown in the above table. Cronbach's alpha values should be greater than 0.60 in accordance with the advised norms for statistical applicability (Hair *et al.*, 2012). Cronbach's alpha values for each construct are greater than 0.60, indicating strong reliability and statistical acceptance. The average variance extracted (AVE) for each dimension is greater than 0.5, and the composite reliability (CR) for each construct is greater than 0.7. This meets the standards established by (Black *et al.*, 2010; Sharma *et al.*, 1996), which demand that CR be larger than 0.7 and AVE be greater than 0.5. As a result, each construct's convergent validity is supported. The structure thus passes the validity and reliability tests, enabling additional data analysis.

Measuring discriminant validity entails contrasting the correlation coefficients between the construct and other components with the square root of the AVE (Average Variance Extracted). It is thought to have excellent discriminant validity if the square root of AVE is greater than the correlation coefficient between the concept and other components (Fornell & Larcker, 1981). According to Table 2, the three variables (Identity, Motivation and Behavioral Intention) all have square root values of AVE that are higher than the correlation coefficients between them and other factors along the same dimension. This suggests that the variables have discriminant validity.

**Table 2**

*Discriminant validity test*

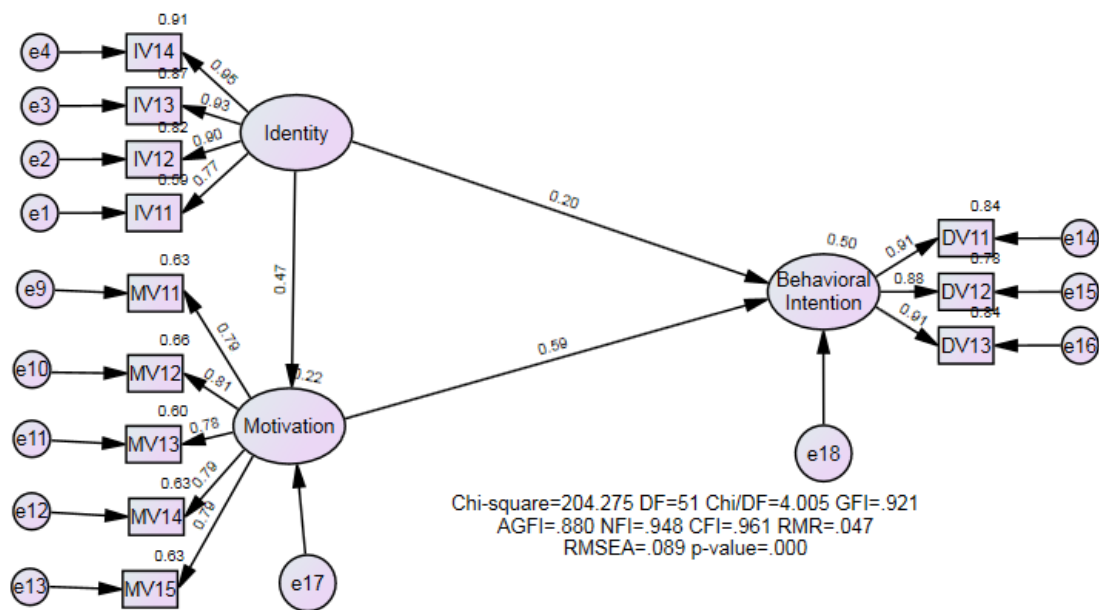
	AVE	Identity	Motivation	Behavioral Intention
Identity	0.646	0.804		
Motivation	0.614	0.470	0.784	
Behavioral Intention	0.812	0.482	0.687	0.904

### 4. 2 Structure equation modeling

To test H1–H3, this part use the bootstrapping method. The results of the direct and indirect hypotheses are provided in Tables 3, and the findings of the structural equation model analysis are displayed in Figure 2.

**Figure 2**

*Structural equation model analysis results*



**Table 3**

*Direct path coefficients between latent variables and hypothesis testing results*

	Path		Estimate	S.E.	C.R.	P	Std path coefficient	Result
H1:Behavioral_Intention	<--- Identity		0.260	0.061	4.229	***	0.204	TRUE
H2:Behavioral_Intention	<--- Motivation		0.730	0.069	10.538	***	0.592	TRUE
H3:Motivation	<--- Identity		0.486	0.058	8.352	***	0.470	TRUE

The evaluation of direct hypothesis correlations using T-statistics (C.R.) and p-values is shown in Table 3. A T-value more than 1.96 and a p-value less than 0.05 are the

minimum requirements for statistically valid research hypothesis associations. Hypothesis H1 is statistically significant (T-value = 4.229, p-value = 0.000). Hypothesis H2 is statistically significant (T-value = 10.538 p-value = 0.000). The relationship between Identity and Motivation is explored in hypothesis H3 (T-value = 8.532, p-value = 0.000), which indicates that H3 is statistically significant. In conclusion, all of the T-values for hypotheses H1 to H3 are higher than 1.96, and all of the p-values are lower than 0.05. As a result, statistical significance can be found for all direct hypotheses.

## **5 DISCUSSION**

### **5.1 The impact of identity on behavioral intention**

The quantitative research results indicate that the path coefficient of identity on behavioral intention is 0.204 (S.E.=0.061, C.R.=4.229,  $P<0.001$ ), suggesting a direct and significant positive correlation between identity and behavioral intention. Identity is the self-concept or perception individuals hold about who they are, often shaped by their values, roles, and social affiliations. It acts as a psychological framework that influences decision-making and behavior by aligning actions with one's self-perception and social identity (Tajfel, 1981). Identity serves as a critical determinant of behavioral intentions, as individuals are motivated to act in ways that are consistent with their self-concept and the expectations associated with their identity (Smith, 2020). Consequently, the alignment between an individual's identity and a specific behavior strengthens their behavioral intentions, increasing the likelihood of engaging in that behavior.

The results of qualitative analysis indicate that identity significantly influences winter sports consumption behavior, particularly through self-expression, belonging, and lifestyle alignment. Identity as a form of self-expression encourages individuals to participate in winter sports as a way of showcasing their personality and preferences; identity related to belonging motivates participation to connect with like-minded groups or communities; lifestyle-related identity drives individuals to adopt behaviors that reflect their aspirational or current lifestyle (Chen & Zhou, 2024). Changes in identity, such as adopting a more active self-image, can intensify behavioral intentions. External influences, including targeted marketing and endorsement by relevant social groups,

amplify identity alignment and further strengthen behavioral intentions (Liu, 2023). Understanding the interplay between identity and external factors is essential for effectively predicting and influencing winter sports consumption behavior.

### **5.2 The Impact of motivation on behavioral intention**

The quantitative research results indicate that the path coefficient of motivation on behavioral intention is 0.592 (S.E.=0.069, C.R.=10.538,  $P<0.001$ ), suggesting a direct and significant positive correlation between motivation and behavioral intention. Motivation is the intrinsic force or psychological tendency that drives individuals to take action, stemming from their needs, desires, goals, or values. It serves as the source and driving force behind behavioral intentions, stimulating individuals' desire and readiness for specific behaviors (He, 2024). Behavioral intention is the cognitive manifestation of motivation, reflecting an individual's tendency and likelihood to engage in a particular behavior in a specific context. Therefore, the intensity and nature of motivation directly influence the formation and strength of behavioral intentions, which in turn have a significant impact on actual behavior (Wang, 2019).

The results of qualitative analysis show that personal motivation plays a key role in winter sports consumption behavior, including interest, health and social aspects. Strong interest encourages consumers to actively invest time and money in pursuit of high-quality experience; Health motivation promotes the choice of activities that provide effective exercise; Social motivation makes consumers tend to participate in group activities and enhance interpersonal relationships (Huang & Ye, 2024). Motivational changes directly affect consumption decisions, while external factors such as promotions and social media recommendations enhance motivation and accelerate purchase decisions (Li, 2023). Understanding the diversity of motivations and their interaction with external factors is critical to predicting and guiding winter sports consumption behavior.

### **5.3 The impact of identity on motivation**

Quantitative research results show that the path coefficient of identity's influence on motivation is 0.470 (S.E.=0.058, C.R.=8.532,  $P<0.001$ ), indicating that identity has a

direct and significant positive correlation with motivation. Identity is the positioning of an individual's self-cognition in society, which not only shapes the individual's values, beliefs and behavior patterns (Zhou & Zhang, 2024), but also often determines the main direction of his motivation (Li, 2024). For example, being a teacher may motivate the transfer of knowledge; And as an environmental advocate, they may be driven to participate in the protection of the environment. At the same time, the satisfaction or dissatisfaction of motivation may in turn strengthen or change an individual's identity.

The qualitative analysis results show that identity plays a central role in the motivations for winter sports consumption, significantly influencing consumers' purchasing decisions, brand preferences, and loyalty (Hu, 2023). Consumers view winter sports as symbols of personal identity, lifestyle, or social status; this sense of identity drives them to invest in high-end equipment, luxurious vacations, and professional training to showcase their personal style and interests. Social media has become an important platform for reinforcing identity, as consumers share their sporting experiences and equipment, further solidifying brand loyalty. Brands need to deeply understand consumers' identities and design products and marketing strategies that meet their needs to enhance market competitiveness and achieve commercial success (Ge, 2024). The complexity and multidimensionality of identity require brands and marketers to continuously innovate to more accurately reach and satisfy consumer demands.

## 6 CONCLUSION

This study aims to explore methods and strategies to reduce psychological symptoms among underprivileged college students. The researchers used a quantitative research approach to evaluate the effectiveness of different strategies by analyzing student opinions and statistical data. Research has found that schools can improve students' self-efficacy and experience of success by organizing activities such as group tutoring, thereby alleviating psychological symptoms.

However, it is important to note that not all students respond in the same way to the same intervention activities. Students' participation motivations and methods vary, and may be due to different reasons such as interest, rationality, or following trends.

Therefore, schools need to fully understand the individual differences of students and adopt targeted approaches when implementing intervention measures.

In addition, schools can provide successful role models and inspire students through the success stories of others. In addition, schools can prepare students to better cope with challenges by developing their problem-solving skills and focus. This can help students realize that they have multiple resources, including wisdom, skills, and social networks, that can help improve academic achievement while reducing mental health symptoms. Overall, this study provides useful insights for developing more targeted support strategies.

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### **Authors' Contribution**

All authors contributed equally to the development of this article.

### **Data availability**

All datasets relevant to this study's findings are fully available within the article.

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