

# The influence of humanistic elements in the mascot "Bing Dwen Dwen" of the Olympic Winter Games Beijing 2022 on Chinese consuming behavior

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## Abstract

During the COVID-19 period, the Beijing 2022 Winter Olympics are facing various difficulties. With the limited number of spectators and ticket sales, a mascot named "Bing Dwen Dwen" has been greatly sought after and welcomed. And its hot sales have brought huge benefits to Beijing. The success of Bing Dwen Dwen stems from the rich humanistic elements in its design. In this study, factor analysis and principal component analysis were used to compare and analyze the correlation between human factors in Bing Dwen Dwen and people's purchasing behavior and willingness. The results of the study show that the humanistic factors that affect people's behavior and willingness to buy Bing Dwen Dwen mainly include: ethnic factors, artistic design factors, social influence factors, cultural value factors and era factors. The humanistic elements in Bing Dwen Dwen can promote people's purchasing behavior.

**Keywords** Humanistic Elements, Mascot, Bing Dwen Dwen, Olympic Winter Games, Consuming Behavior

## 1. Introduction

Through research, it is found that people's behavior and willingness to buy Bing Dwen Dwen are largely derived from the value and attractiveness of the humanistic elements in its design. Under the influence of the COVID-19 epidemic, the sales of Bing Dwen Dwenn in the Olympic flagship store reached 11.5994 million yuan on February 4, 2022, the day of the opening ceremony of the Beijing Winter Olympics, with a sales volume of 106,700 items. This is undoubtedly a major success in this Olympics. The love for Bing Dwen Dwen both in China and abroad is beyond words. Through the research on the humanistic elements in Bing Dwen Dwen, the influence on people's consumption behavior can be analyzed, which can provide a reference for the design of the Olympic mascots in the future. And it is of great significance to how the Olympic mascots can create economic value for the organizers to the greatest extent. As a specific product of the Olympic Games in a specific period,

the Olympic mascot is worth exploring how to develop, sell and spread the Olympic concept continuously.

## **2. Literature review**

### **2.1 Background**

The International Olympic Committee (IOC) issued an announcement at 19:00 on September 17th in 2019: A cheerful panda called Bing Dwen Dwen has been chosen as the Olympic mascot for the Olympic Winter Games Beijing 2022. With the global economy and large-scale events seriously affected by COVID-19, the Beijing Winter Olympics will undoubtedly face many difficulties. It is very important to ensure economic benefits while the events run smoothly. As the mascot of the 2022 Beijing Winter Olympics, Bing Dwen Dwen's hot sales and the economic benefits it brings are undoubtedly a big success, and Bing Dwen Dwen's success largely stems from its design. It contains rich humanistic elements, not only showing Chinese culture and values to the world, but also expressing the "people-oriented" Olympic concept in an anthropomorphic and modern form. This is also an important reason why people are willing to spend for it.

### **2.2 The importance of humanistic elements in Olympic Mascots**

Humanistic elements mainly include social factors and cultural factors, which refer to adding things that take people as the starting point or adding things that reflect humanistic elements to a theme. The Cambridge Dictionary definition of "mascot" is "a person, animal, or object that is believed to bring good luck, or one that represents an organization". It represents people's yearning for beauty and is a product born from a human perspective. Therefore, the embodiment of the humanistic elements in the Olympic mascots is particularly important.

The Olympic mascot is the most typical symbol of the previous Olympic Games, reflecting the positive Olympic spirit. The Olympic mascot itself has the concept of symbolism and spiritual symbolism (Chen& Cao, 2022). Olympic mascots are an important carrier of Olympic culture. It embodies the Olympic spirit and also conveys the hosting concept of the Olympic Games, the history, culture and humanistic spirit of the host city (Yang, 2007). The Olympic mascot is not only a meaningful cultural symbol, but also a cultural product with multiple values, as a representative Olympic image symbol (Wang& Wu, 2010). Another part of the sensory appeal of the Mascots was to add value to the Olympic brand by enshrining different values and conveying them, thereby adding value to the audience's experience (Davou, Thwaites& Chadwick, 2008). Whitney (1994) also stated that cultural human factors, which emphasize preferences and subtleties of meaning, must be understood and accounted for in areas such as products, messages, and services (Lin, Lin& Ko, 1999). As Liponski states, "outside olympism there is no other sports movement in the world so rich in significant symbols pertaining to different human and universal values" (Ding& Thompson, 2013). Cultural semiotics plays a role in the selection of mascots as they are created by the Olympic city for specific Olympic Games (Freeman, Knight& O' Reilly, 2007).

Therefore, the Olympic mascot not only carries the heavy responsibility of conveying the Olympic concept to the world, but also conveys the host country or city's own culture, history, humanities and values. These connotations need to be reflected and recognized and accepted by the world through the humanistic elements contained in the mascot.

### **2.3 The humanistic elements in Bing Dwen Dwen**

Thomas Bach, the President of the International Olympic Committee spoke highly of Bing Dwen Dwen, at the mascot unveiling ceremony in Beijing. He said: “The mascot incorporates the best elements and characteristics of China and the Chinese people. What I can say already is that it will be a wonderful ambassador for China and the Olympic Winter Games Beijing 2022.”

The description of Bing Dwen Dwen by the International Olympic Committee is: “Bing” means ice and also symbolises purity and strength, and “Dwen Dwen” represents children. The mascot embodies the strength and willpower of athletes and will help to promote the Olympic spirit. Bing Dwen Dwen is encased in a full-body “shell” made of ice, and the heart shape in its left palm represents the host country’s hospitality. The bright colors of the halo around its face represent ice and snow sport tracks, signifying connectivity and advanced technologies. The newly launched Olympic mascot resembles an astronaut, embracing new technologies for a future with infinite possibilities. It is worth mentioning that recognized as a Chinese national treasure, the panda is deeply loved by people from all over the world, especially young people. In addition, As part of Beijing 2022’s commitment to sustainability, many of the licensed products are made from environmentally-friendly materials. “Bing Dwen Dwen” presents the history, culture and natural elements of the host country of the Olympic Games in an accessible way, taking into account tradition and innovation, art and technology, and satisfying the aesthetic interest and value orientation of the target consumer groups (Liu, 2020).

In the design process of Bing Dwen Dwen, it focus on starting from a cultural perspective and establish an emotional relationship with the public, so that the mascot can gain a deeper sense of identity (Chen& Cao, 2022). As the mascot of the Winter Olympic Games, it integrates culture, Olympic concepts, technology and environmental protection well, as well as contains rich humanistic elements. This is an important reason for its popularity.

### **2.4 Cultural consumption and the economic value of Olympic mascots**

The Olympic mascot is a kind of cultural productivity and one of the most lucrative commodities in the Olympic Games. Looking back at the recent Olympic Games, Sydney's profit from the mascot was 213 million dollars, and the profit from the Athens mascot was 201 million dollars (Yang, 2007). The mascots are managed by franchise (Li& Li, 2007). There are 29 licensed manufacturers, 58 licensed retailers and 164 licensed merchandise retail stores officially authorized by the Beijing Winter Olympics (Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, 2019).

The economic benefits of Olympic mascots are obvious. The Games have also had increasing importance in the economy and commerce of the host city and country as well as having social and cultural implications. However, At the Olympics, symbolic correlations complicate the process of purchase and include variants such as the consumers' profile, culture, beliefs, thoughts, personal and social status, living standards, and taste patterns, among others (Freeman, Knight & O' Reilly, 2007). On the other hand, there are also many factors that affect cultural consumption willingness and behavior, such as income, consumption cost (price), age, education level, etc. will all affect people's cultural consumption willingness and behavior (Liu, 2014).

Olympic mascots undoubtedly can bring huge economic benefits and drive people's motivation and willingness to spend on cultural consumption. Nonetheless, as Baade and Matheson (2002) argued, the economic impact of the Olympics was transitory—one-time changes rather than a steady-state, long-lived change (Zhang & Zhao, 2009). Therefore, it is very necessary to maximize the economic and sustainable economic effects brought by the mascots to the organizers during a specific period of the Olympic Games, and to make them drive cultural consumption.

### **3. Methodology**

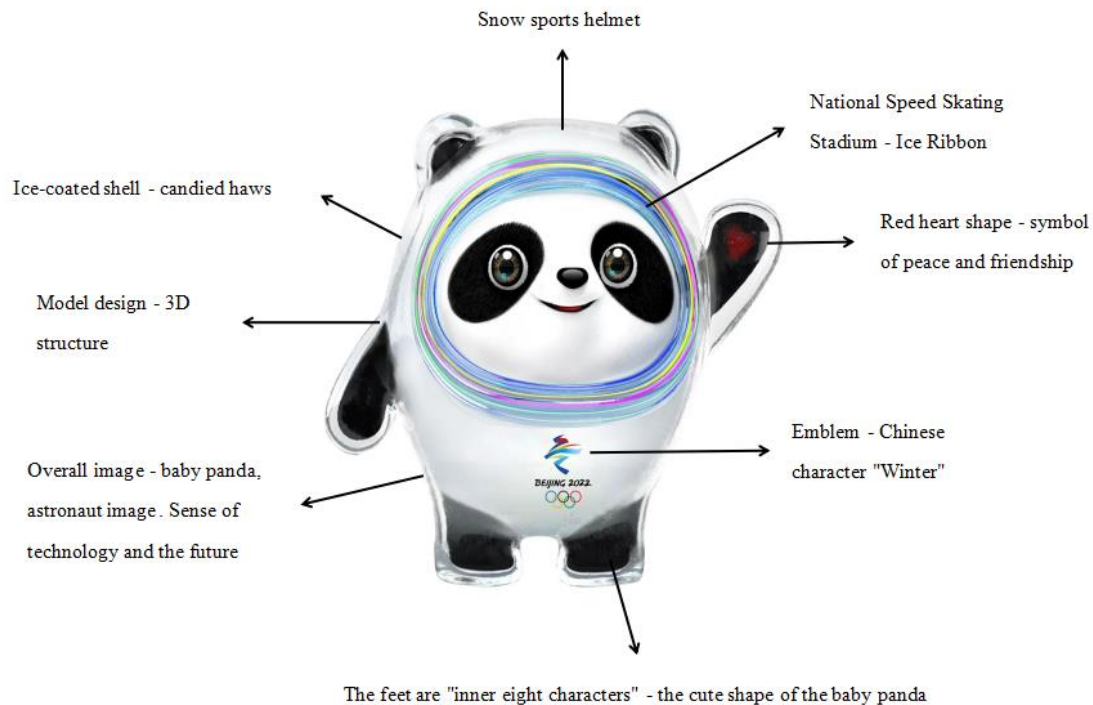
In the early stage of the study, the official interview materials with the designers of Bing Dwen Dwen were collected, and the humanistic factors contained in Bing Dwen Dwen were sorted out. Then a questionnaire was conducted among 303 randomly selected Chinese people, and conducted factor analysis and principal component analysis on the collected data with IBM SPSS 26 software in quantitative analysis to analyze the correlation between humanistic factors in Bing Dwen Dwen and consumers' purchase situation and purchase intention.

#### **3.1 Interview materials**

According to Liu's opinion, chief executive of the design of Bing Dwen Dwen, the mascot of the 2022 Beijing Winter Olympic Games, from Guangzhou Academy of Fine Arts. Pingyun Liu has been engaged in visual design, project design, and IP design research for almost 20 years.

He said in the interview: Bing Dwen Dwen's design adopts a combination of visual communication and animation design, and has done some research on the market and consumption settings in the early stage of the design. Bing Dwen Dwen is inspired by Bing Tang Hulu, which is a traditional food in southern China. It is a string of 5, which is related to the five rings. At the same time, it has a layer of ice shell sugar coating, which is very related to ice and snow sports. Therefore, these two elements are taken as the prototype of Bing Dwen Dwen. In order to represent the national image, the panda image is determined, and foreigners have no resistance to pandas. From a professional point of view, the image of Bing Dwen Dwen is a typical current popular tubular body and has the lethal power of the current "cute shape", which meets the consumption needs of the current culture and has been recognized by the officials and experts of the International Olympic Committee. They also hope the design can be developed in the direction of technology in the future.

Regarding the IP attributes of mascots, Pingyun Liu said: mascots are cyclical and have a ceremonial concept of communication, and Bing Dwen Dwen's mission is to spread the whole process around the 2022 Winter Olympics.

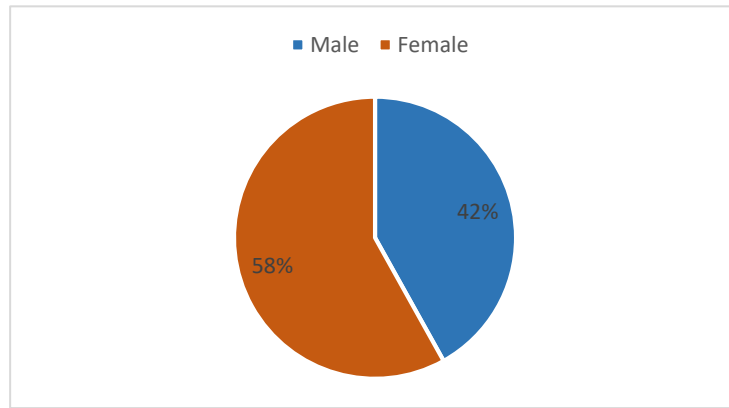


**Figure 1.** Design deconstruction of Bing Dwen Dwen

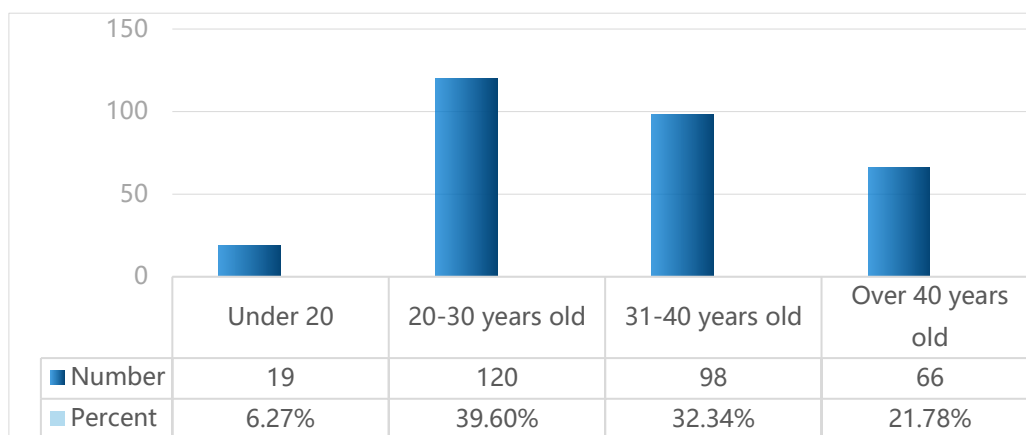
### 3.2 Questionnaire

Through the interview of Pingyun Liu and the official elaboration of Bing Dwen Dwen by the International Olympic Committee, the design elements of Bing Dwen Dwen are deconstructed (Figure 1), and the questionnaire is designed based on this.

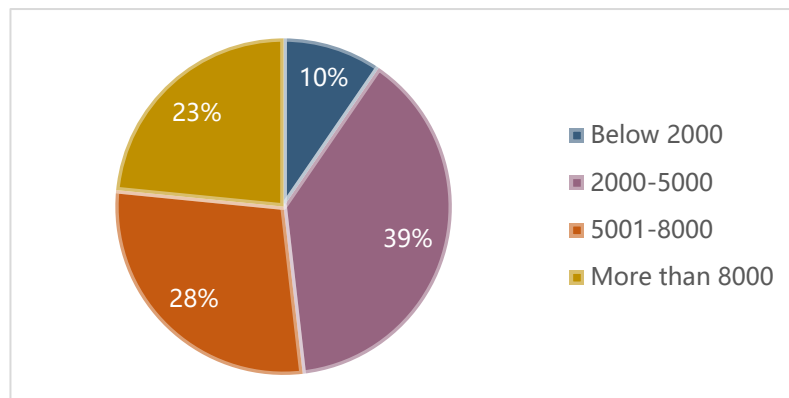
Questionnaires were distributed randomly, and a total of 303 valid questionnaires were returned. The respondents covered 29 different provinces and cities in China, and they were engaged in 22 different domestic industries. Among the 303 respondents, 127 were male and 176 were female (Figure 2). 6.27% were under 20 years old, 39.60% were 20-30 years old, 32.34% were 31-40 years old, and 21.78% were over 40 years old (Figure 3). Among them, 9.57% have a monthly income below 2,000 yuan, 38.61% have a monthly income of 2,000-5,000 yuan, 28.38% have a monthly income of 5,001-8,000 yuan, and 23.43% have a monthly income of more than 8,000 yuan (Figure 4). The questionnaire investigated the personal basic information and monthly income of the respondents, the factors that affect their purchase of Bing Dwen Dwen related products, and their understanding of the humanistic factors in Bing Dwen Dwen.



**Figure 2. Gender**



**Figure 3. Age distribution**



**Figure 4. Monthly income(Yuan/month)**

Due to the many and complex influencing factors involved in this study, in order to carry out exploratory correlation analysis, we chose to use the method of dimension reduction in IBM SPSS 26 software to perform factor analysis on all influencing factors and extract principal components for clustering analysis, and use KMO and Bartlett's test to judge the reliability and validity of the questionnaire to ensure the validity of the data collection.

## 4. Discussion of findings

### 4.1 Factors that affect people's consumption behavior

Using IBM SPSS 26 to analyze the reliability and validity of the overall questionnaire, KMO statistic was 0.902 (Table 1), Cronbach's Alpha was 0.853 (Table 2), the overall reliability and validity of the questionnaire was good, suitable for factor analysis.

**Table1.** Validity test of the questionnaire

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.902
Bartlett's Test of Sphericity	Approx. Chi-Square	11211.526
	df	1953
	Sig.	0.000

**Table2.** Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Based on N of Items
0.853	0.890	63

#### 4.1.1 Correlation analysis of people's purchasing behavior, willingness and basic information

Through the correlation analysis of people's basic information and their behavior and willingness to buy Bing Dwen Dwen from five aspects of gender, age, education level, industry and monthly income, it is found that there is a significant correlation between people's industry, monthly income and their consumption behavior of buying Bing Dwen Dwen (Table 3). Of those who have bought Bing Dwen Dwen, the majority work in three industry categories: education, culture, sports and entertainment, and manufacturing. This shows that Bing Dwen Dwen is more attractive to the education industry and related professional industries. Most of the people who have bought Bing Dwen Dwen have a monthly income of more than 5000. To some extent, these people buy Bing Dwen Dwen without much economic pressure from the price, while most of the people who are willing to buy Bing Dwen Dwen but still waiting have a monthly income of less than 5000.

Different from the general cultural consumption, there is no obvious correlation between gender, age and education level and people's purchase behavior and intention in the consumption of Bing

Dwen Dwen. From another perspective, this also shows that Bing Dwen Dwen has largely met the cultural needs of people of all ages and stages (Table 3).

**Table 3.** Purchase situation, purchase intention and related basic information

Basic Information	Q7: Current purchases of “Bing Dwen Dwen” related products	Q8: Willingness to buy “Bing Dwen Dwen” related products
Gender	0.498	0.319
Age	0.315	0.092
Education level	0.205	0.359
Engaged in the industry	0.032	0.030
Monthly income	0.001	0.304

#### 4.1.2 The correlation of humanistic elements in Bing Dwen Dwen on people's purchasing behavior and willingness

Questions 15-18 of the questionnaire analyzed the influencing factors, purchasing motivation, and people's understanding and attractiveness of the humanistic elements that exist objectively in Bing Dwen Dwen. In this way, we can judge the correlation between the humanistic elements in Bing Dwen Dwen and people's purchasing behavior and willingness.

As can be seen from the Q15 in Table 4, among the factors affecting people's buying Bing Dwen Dwen, cultural attraction, collection value, influence of people around and design creativity are significantly correlated with people's behavior and willingness to buy Bing Dwen Dwen. However, there is no significant correlation between selling price, personal income, personal demand and purchasing behavior.

The consumption behavior of buying Bing Dwen Dwen belongs to the consumption type of rational purchase and casual purchase for most people. Among them, the number of rational purchases accounted for 33.33%, and the number of casual purchases accounted for 28.71%. The number of people who bought the price type was only 14.19%. It further shows that people do not consider price as an important factor when buying Bing Dwen Dwen (Figure 5). This is basically consistent with the conclusion of the correlation analysis.

As can be seen from Q16, people's purchase of Bing Dwen Dwen is related to their personal love for Bing Dwen Dwen, its collection value as the Winter Olympics mascot, herd mentality, practicality of the product itself and reasonable price. From Q17 and Q18, it can be seen that there is



no doubt that people's understanding and attractiveness of the humanistic elements in Bing Dwen Dwen is significantly related to their consumption behavior.

**Table 4.** Purchase situation, purchase intention and related humanistic elements

		Q7: Current purchases of "Bing Dwen Dwen" related products	Q8: Willingness to buy "Bing Dwen Dwen" related products
Q15: What factors will affect your purchase of "Bing Dwen Dwen" related products (8 Items)	Commodity price	0.351	0.105
	Cultural attraction	0.041	0.000
	Collection value	0.009	0.005
	Personal income	0.187	0.264
	Influenced by people around	0.041	0.340
	Personal needs	0.257	0.295
	Design creativity	0.095	0.005
	Needed by children or relatives and friends in the family	0.154	0.383
Q16: Your main motivation for buying "Bing Dwen Dwen" related products is (5 Items)	Personal love for the "Bing Dwen Dwen" product itself	0.000	0.000
	Collection value as a mascot of the Winter Olympics	0.000	0.000
	Herd mentality	0.000	0.000
	The usefulness of the product itself	0.000	0.000
	Goods are reasonably priced	0.000	0.000
Q17: How much do you know about the human factors included in the design of "Bing Dwen Dwen"	The design of the ice shell comes from the candied haws	0.000	0.000
	The head shell is taken from the helmet of snow sports	0.001	0.000
	The color halo originated from the National Speed Skating	0.000	0.000

(11 Items)	Hall - "Ice Ribbon"		
	The design prototype is China's national treasure panda	0.000	0.000
	The love in the palm of "Bing Dwen Dwen" symbolizes peace and friendship	0.000	0.000
	The overall shape looks like an astronaut	0.000	0.000
	"Bing Dwen Dwen" contains a sense of the future, the sense of the times, and the sense of technology	0.000	0.000
	Ice symbolizes purity and strength	0.000	0.000
	"Dwen Dwen" means honest and lovely	0.000	0.000
	Bing Dwen Dwen's feet are in the shape of "inner eight characters", which is derived from the cute shape of the baby panda	0.001	0.000
	The emblem on Bing Dwen Dwen is derived from the Chinese character "winter"	0.000	0.000
Q18: The human factor that attracts you to "Bing Dwen Dwen" related products is (7 Items)	Integrate the traditional culture of the Chinese nation	0.000	0.000
	It reflects the excellent quality of the Chinese nation	0.000	0.000
	National pride in support of the Winter Olympics	0.000	0.000
	More in line with the	0.000	0.000

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"people-oriented" concept

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Can bring positive emotional value 0.000 0.000

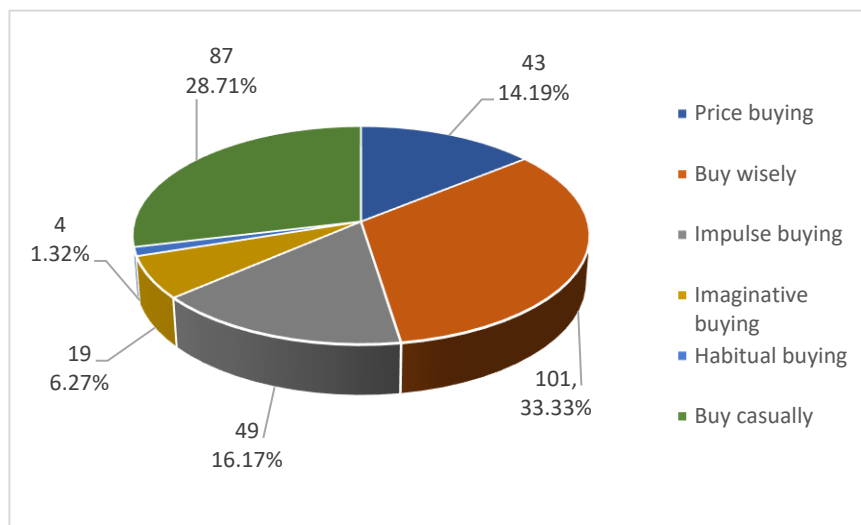
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The overall design is beautiful 0.000 0.000

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Conveyed Chinese values to the world 0.000 0.000

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**Figure 5.** Consumption type

#### 4.2 The main humanistic elements affecting people's consumption behavior and willingness in Bing Dwen Dwen

The questions related to the humanistic elements in Bing Dwen Dwen are concentrated in questions 15-18 of the questionnaire, and the principal component analysis is carried out on the humanistic elements involved in the questions 15-18, and the reliability and validity are tested. The overall KMO value of the four questions and each question is above the minimum value of 0.5 (Table 5), and the overall Cronbach's Alpha value is 0.961 (Table 6), indicating that the reliability and validity of the questionnaire are good.

**Table 5.** Validity test of Q15-18 ( KMO and Bartlett's Test )

Question Number	Item Number	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
			Approx. Chi-Square	df	Sig.
Total	31	0.953	8431.328	465	0.000

Q15	8	0.501	96.125	28	0.000
Q16	5	0.796	645.515	10	0.000
Q17	11	0.952	3488.476	55	0.000
Q18	7	0.941	3023.404	21	0.000

**Table 6.** Reliability Statistics of Q15-18

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.961	0.946	31

**Table 7.** Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.045	48.531	48.531	15.045	48.531	48.531	5.659	18.254	18.254
2	1.804	5.821	54.352	1.804	5.821	54.352	4.836	15.600	33.854
3	1.446	4.665	59.017	1.446	4.665	59.017	3.884	12.530	46.384
4	1.256	4.051	63.068	1.256	4.051	63.068	3.136	10.118	56.502
5	1.208	3.897	66.965	1.208	3.897	66.965	2.319	7.481	63.983
6	1.169	3.771	70.736	1.169	3.771	70.736	1.831	5.908	69.891
7	1.016	3.278	74.014	1.016	3.278	74.014	1.278	4.123	74.014

Rotation converged in 16 iterations by the method of equamax with kaiser normalization. After rotation, 7 principal components are extracted, and the cumulative contribution rate is 74.014% (Table 7). This indicates that all factors can be basically clustered into 7 principal components.

Humanistic factors include social factors and cultural factors. The humanistic factors involved in Bing Dwen Dwen are more reflected in cultural factors. After clustering the extracted principal components, the main factors affecting people's behavior and willingness to buy Bing Dwen Dwen can be summarized into seven aspects: ethnic factors, artistic design, commodity value, social influence, cultural value, era factors, and economic strength. Q17-4, Q17-9, Q18-1, Q18-2, Q18-3, Q18-4, Q18-5, Q18-6, Q18-7 can be classified as ethnic factors. Q17-1, Q17-2, Q17-3, Q17-5, Q17-6, Q17-7, Q17-8, Q17-10, Q17-11 can be summed up as artistic design factors. Q16-1, Q16-2, Q16-3, Q16-4, Q16-5 can be summed up as commodity value factors. Q15-5 is the social influence factor. Q15-2, Q15-3 can be classified as cultural value factors. Q15-6, Q15-7, Q15-7 can be summed up as era factors. Q15-1 and Q15-4 are mainly reflected in personal economic factors (Table 8).

Among them, the human elements are from five aspects: ethnic factors, artistic design, social influence, cultural value.

**Table 8.** Rotated Component Matrix<sup>a</sup>

		Component						
		1	2	3	4	5	6	7
Q15-1	Commodity price	0.133	0.152	-0.11 1	-0.03 7	-0.08 0	-0.026	0.720
Q15-2	Cultural attraction	-0.13 6	0.120	-0.02 9	-0.00 3	0.786	0.076	-0.05 6
Q15-3	Collection value	0.041	-0.25 5	0.092	0.107	0.731	-0.100	0.047
Q15-4	Personal income	-0.09 9	-0.10 2	0.149	0.116	0.077	0.107	0.704
Q15-5	Influenced by people around	-0.31 6	-0.23 7	-0.08 7	0.837	0.056	-0.026	0.087
Q15-6	Personal needs	-0.01 7	-0.08 5	0.014	-0.09 3	-0.06 5	0.641	0.272
Q15-7	Design creativity	-0.00 2	0.090	-0.12 3	-0.06 3	0.405	0.648	0.013
Q15-7	Needed by children or relatives and friends in the family	-0.07 9	-0.12 8	-0.01 3	0.189	-0.27 5	0.631	-0.26 1

Q16-1	Personal love for the "Bing Dwen Dwen" product itself	0.398	0.315	0.524	0.237	0.241	0.155	0.056
Q16-2	Collection value as a mascot of the Winter Olympics	0.421	0.250	0.519	0.189	0.340	0.069	-0.025
Q16-3	Herd mentality	0.037	0.073	0.698	0.294	0.028	0.095	-0.162
Q16-4	The usefulness of the product itself	0.030	0.159	0.850	0.146	0.091	-0.068	0.052
Q16-5	Goods are reasonably priced	0.108	0.143	0.803	0.038	0.184	0.104	0.054
Q17-1	The design of the ice shell comes from the candied haws	0.129	0.646	0.385	0.252	0.199	0.074	0.066
Q17-2	The head shell is taken from the helmet of snow sports	0.186	0.701	0.338	0.224	0.161	0.102	-0.005
Q17-3	The color halo originated from the National Speed Skating Hall - "Ice Ribbon"	0.137	0.719	0.300	0.260	0.220	0.091	0.029
Q17-4	The design prototype is China's national treasure panda	0.527	0.454	0.202	0.343	0.252	0.179	-0.066
Q17-5	The love in the palm of "Bing Dwen Dwen" symbolizes peace and friendship	0.435	0.583	0.244	0.384	0.164	0.114	-0.058
Q17-6	The overall shape looks like an astronaut	0.400	0.593	0.275	0.326	0.154	0.199	-0.092
Q17-7	"Bing Dwen Dwen" contains a sense of the future, the sense of the times, and the sense of technology	0.490	0.539	0.259	0.371	0.174	0.199	-0.088
Q17-8	Ice symbolizes purity and strength	0.452	0.571	0.289	0.384	0.194	0.236	-0.054
Q17-9	"Dwen Dwen" means honest and lovely	0.566	0.425	0.243	0.373	0.224	0.232	-0.104

Q17-10	Bing Dun Dun's feet are in the shape of "inner eight characters", which is derived from the cute shape of the baby panda	0.339	0.576	0.319	0.365	0.170	0.133	-0.119
Q17-11	The emblem on Bing Dun is derived from the Chinese character "winter"	0.284	0.590	0.264	0.402	0.198	0.141	-0.062
Q18-1	Integrate the traditional culture of the Chinese nation	0.705	0.286	0.309	0.325	0.209	0.155	-0.018
Q18-2	It reflects the excellent quality of the Chinese nation	0.733	0.318	0.253	0.308	0.176	0.157	-0.058
Q18-3	National pride in support of the Winter Olympics	0.749	0.268	0.245	0.305	0.191	0.245	-0.086
Q18-4	More in line with the "people-oriented" concept	0.608	0.353	0.308	0.410	0.168	0.112	-0.003
Q18-5	Can bring positive emotional value	0.701	0.302	0.275	0.382	0.243	0.162	0.017
Q18-6	The overall design is beautiful	0.714	0.294	0.241	0.365	0.207	0.216	0.028
Q18-7	Conveyed Chinese values to the world	0.730	0.259	0.248	0.385	0.192	0.177	-0.024

Extraction Method: Principal Component Analysis.

Rotation Method: Equamax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 16 iterations.

## 5. Conclusion

The results of this research show that the main humanistic factors affecting people's behavior and willingness to buy Bing Dwen Dwen are: ethnic factors, artistic design, social influence, cultural value and era factors. But the factors that influence people's behavior and willingness to buy Ice Shield are complex and diverse, such as the industry people work in, monthly income and education level. The cultural attraction, collection value, influence of people around, and design creativity in the design of Bing Dwen Dwen also greatly promote the motivation of people to buy its related products.

First of all, the consumption of Olympic mascots belongs to a kind of cultural consumption, which has the characteristics of short-selling as a specific commodity in a specific period. Therefore, in a limited time, the embodiment of the humanistic elements in the mascot and people's understanding and acceptance of it can greatly increase its cultural value and sales. The embodiment of humanistic elements in the mascot can promote people's behavior and willingness to buy it.

Secondly, the humanistic elements in the mascot should be more in line with the aesthetics of contemporary people and reflect the times. Adding national and social humanistic elements can resonate with more consumers.

Finally, during the Olympics, it is very important to maximize the use of mascots to create economic value for the host. Outside a certain period, how to maximize the sustainable development and sales of the Olympic mascot, so that it is not only a product during the Olympics, but can continue to serve people, the Olympic movement and the Olympic concept, It is very meaningful for people to continuously understand the Olympic spirit and the humanistic meaning that the organizers have given to the mascots.

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