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Master's Thesis of Global Sports Management

The Influence of Sports Star
Image on Youth Participation
in Winter Sports

- The Case of Eileen Gu -

August 2023

The Graduate School
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Abstract

In 2022, Aileen Gu emerged as a perfect sports star image, suitable for promoting winter sports to teenagers. The purpose of this study is to investigate how the gender and image characteristics of a sports star influence teenagers' sports values and sports participation. According to the research findings, a positive sports star image affects sports values and sports participation, and positive sports values directly influence sports participation. Furthermore, it was revealed that the sports star image has a greater impact on sports values than on participation. In addition, sports values were found to partially mediate the relationship between sports star image and sports participation. The results of this study provide insights into how utilizing sports stars can influence teenagers' perceptions and behaviors towards sports.

Keyword : Eileen Gu, sports star image, sports value, winter sports participation

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Chapter 1. Introduction

1.1. Background

Eileen Gu Born in the United States in 2003. She is the first freestyle skiing women's halfpipe Grand Slam by the International Snow Federation and the first Chinese athlete to win gold at the X-Games. At the 2022 Beijing Winter Olympics, Gu won two gold medals in women's freestyle ski big jump and women's freestyle ski halfpipe, and one silver medal in freestyle ski slopestyle.

On May 23, 2022, Gu was selected by TIME magazine as one of the 100 most influential people of the Year. On May 27, 2022, Forbes officially released its list of Asia's "30 Under 30" entertainment and sports elite in 2022, including Beijing Winter Olympic champion Eileen Gu. Gu said at the TIME100 Summit on June 8, 2022, that she would serve as an ambassador for the United States' bid to host the Salt Lake City Winter Olympics in 2030 or 2034. She not only has the ability to compete, but also has all the aspects that a star must have, such as appearance and education. These sports stars are treated like celebrities when they enter the country, making them the first page of the news, and their activities, whereabouts, style,

fashion and even tone are the targets of media exposure, creating a culture in which sports stars are regarded as idols, especially by young people.

1.2. The need of research

The development of sports has undergone significant changes, with the commercialization of sports having a particularly notable impact on sports stars. Here are some explanations of the trends in sports development and the effects of sports commercialization on sports stars:

With rapid technological advancements, the sports industry has greatly benefited. Advanced data analytics, virtual reality, augmented reality, and other technologies have been widely used in training, competitions, and spectator experiences, enhancing athletes' performance levels and audience engagement; Since the 21st century began, sports have spread and gained popularity on a global scale. Sports such as soccer, basketball, and tennis have seen increasing popularity in various countries, leading to the emergence of numerous exceptional athletes; The focus on health and fitness has grown, resulting in more people participating in various sports activities. This has also given rise to new sports and recreational activities; The rise of social media enables sports stars to directly interact with fans, boosting their visibility and influence. Digital media provides audiences with more avenues to access sports information and watch games.

Sports commercialization allows sports stars to earn additional income through sponsorships, endorsement deals, brand collaborations, and other means, elevating their financial status. Commercialization extends the influence of sports stars to a wider audience. Their image is not limited to the field of play but is disseminated through advertisements, social media, and other channels. And as brand ambassadors, sports stars contribute to raising awareness for sports and related brands, facilitating the spread and promotion of sports culture. The success stories and spirit of sports stars also can inspire more people to actively engage in sports, promoting a healthier lifestyle. Sports stars' voices on social and political issues can attract greater attention, contributing to societal change and improvement.

For example, Chinese basketball player Yao Ming has achieved the dream of many people and become the pride of the Chinese people by winning a place in the national sports competition where many strong players are gathered with his superb sports skills. His outstanding performance and patriotic spirit of always obeying the call of the motherland make him bring people thinking far beyond the sport itself. Yao's love for his country, grasp of the present and expectation of the future have made him a historical figure in Chinese sports and the NBA.

And, as a case in this article, Eileen Gu, the Chinese women's freestyle skier who will compete in the 2022 Beijing Winter Olympics. She won two gold medals and a silver medal in the 2022 Beijing Winter Olympics and

became a sports star with a commercial value of more than 200 million yuan. She not only has the ability to compete, but also has all the aspects that a star must have, such as appearance and education. These sports stars are treated like celebrities when they enter the country, making them the first page of the news, and their activities, whereabouts, style, fashion and even tone are the targets of media exposure, creating a culture in which sports stars are regarded as idols, especially by young people.

So the sports stars image can be defined as the intricate fusion of several factors: the perceived competitive prowess, cognitive assessment, and evaluations of the athletes, interwoven with elements such as their personality, actions, social engagement, physical appearance, and upbringing. This composite portrayal encapsulates the overarching impression the public holds (Seo, et al., 2003).

People hold respect for sports stars for various reasons, Sports stars excel in their respective fields, showcasing extraordinary athletic talents and skills. Their exceptional performances in competitions and the records and achievements they create inspire admiration; The success stories and dedication of sports stars inspire and serve as role models for people. Their achievements not only motivate individuals to strive for excellence in sports but also have a positive impact on society and culture; Sports stars exhibit remarkable collaboration and team spirit in team sports, contributing to teamwork and shared goals, which commands respect; Sports competitions

and performances inherently offer entertainment and appreciation value. Sports stars elevate the appeal of the games with their performances, leading people to appreciate and respect their talents.

And the public sports stars image encompasses their interactions with the public, including behaviors, values, attitudes, and social engagement. This image shapes how they are perceived by the public and influences the degree of respect accorded to them; Sports stars transcend being mere individuals; their success and image go beyond personal achievement, symbolizing collective and national pride. This transcendence adds to their distinctiveness; The integrity and self-assurance that sports stars display in the face of competition and pressure set them apart. These qualities enhance their influence and garner respect; Sports stars often possess appealing looks and charisma, contributing to their ability to attract fans and earn respect.

In summary, people respect sports stars not only for their athletic talent and achievements but also for their positive societal and cultural impacts, as well as their unique personal qualities and public image.

There are some differences between the sports star image and the concept of a star itself.

The sports star image refers to the public's perception, views, and impressions of the athlete, representing a collective embodiment of subjective viewpoints and consensus. Whereas "star" can encompass figures from

various fields like film, music, and more. A sports star specifically refers to an outstanding athlete in the field of sports, often characterized by exceptional performance and achievements in competitive events. A "star," on the other hand, can excel and gain prominence in multiple domains. The sports star image is primarily built upon their performance, honors, and societal impact within sports, emphasizing athletic talent and competitive level. The evaluation of a "star" can be based on achievements in fields like film, music, fashion, etc., with a greater focus on creativity and entertainment value. The sports star image receives significant attention within the sports realm, closely tied to their athletic pursuits and achievements. However, a "star" can encompass a broader audience, including media, advertising, and fan following. And The sports star image is largely connected to their achievements and activities within the sports field, often serving as an inspirational figure or role model. A "star" can assume various social roles across different fields, such as being an artistic creator or a cultural representative.

The sports stars image has a profound impact on the public. Sports stars typically embody positive values and serve as role models. Their efforts, perseverance, and spirit of teamwork can inspire viewers to actively pursue their goals and cultivate a proper life attitude. Sports stars often engage in philanthropic activities, social involvement, and charitable work as a way of giving back to society. This active participation and influence can

guide the public to pay more attention to social issues and actively contribute to societal development. Their image can encourage the public to adopt healthy lifestyles and engage in physical exercise, prompting individuals to prioritize their own physical well-being. Sports stars represent the sports culture of their nation or region, and their achievements can enhance a sense of national identity among the public while promoting the inheritance and development of sports culture. Additionally, through their impressive skills and captivating performances in competitions and shows, sports stars provide entertainment and enjoyment for audiences, making them objects of admiration and idolization. Furthermore, sports stars often inspire the public to challenge their limits and embrace innovation through groundbreaking performances and innovative practices, fostering courage and motivation to explore new endeavors.

So, the right sports stars image can indeed promote people's participation in sports activities. The image of sports stars showcasing remarkable skills and passion in competitions can ignite the public's interest and enthusiasm, making them more willing to engage in sports activities. As successful role models, sports stars' efforts, perseverance, and determination can encourage individuals to pursue their own sporting goals, motivating them to actively take part in sports activities. Furthermore, the healthy and fit appearance of sports stars can remind people to prioritize physical well-being, prompting them to engage more actively in physical exercise. Exciting

sports competitions and performances often captivate audiences, with sports stars providing entertainment and inspiration on the field, thereby stimulating the public to actively participate in similar sports activities. Moreover, the success stories of many sports stars can provide people with goals and motivation, inspiring them to strive for achievements in the realm of sports.

But it also has the potential to generate certain negative effects on society. If sports stars engage in inappropriate behavior and utterances, it could mislead the public, leading to the imitation of unfavorable values and actions, and even contravention of ethical and societal norms. Additionally, an excessive emulation of sports stars by the public might result in some individuals overly pursuing competition and success, thereby creating an excessive pressure to compete that influences personal well-being and happiness. Moreover, given that sports stars often possess healthy physiques and appearances, an excessive aspiration to attain their body image could cause some individuals to feel anxious and dissatisfied with their own bodies. Furthermore, should certain sports stars display violence and conflict during competitions, it may incite viewers to replicate such conduct, giving rise to unfavorable societal emotions and behaviors. Certain sports stars could also be driven by commercial interests, becoming overly involved in commercial activities and endorsing advertisements, thereby subjecting their image to commercialization, which could impact authenticity and cred-

ibility. Finally, due to the allure of fame and fortune, some sports stars might compromise their morals and behavior, serving as a negative example for the public.

In conclusion, the negative impacts of the sports stars image could also extend to areas such as values, behaviors, mental well-being, and social relations.

Recently, The main research trends related to sports stars encompass several aspects:

Marketing Perspective. Research from a marketing standpoint focuses on studying the advertising effectiveness of sports stars, their brand endorsements, and their influence on consumer purchase intent. This area of research delves into the utility of sports stars as brand images and their role in driving product sales. (Erdogan, 1999).

Sociocultural Perspective. The sociocultural angle examines the status and impact of sports stars in society. This category of research explores how sports star images shape societal culture, values, ideologies, and their position in societal identification. (Giulianotti & Robertson, 2004).

Fan Studies. Research into the behavior, attitudes, and psychological traits of sports star fans, as well as the emotional interaction between fans and stars. This field sheds light on the extent of fan admiration for sports stars and how such admiration influences consumer decisions and behavior. (Wann, Melnick, Russell, & Pease, 2001).

Sports Values and Youth. Investigations into how sports stars influence the values, attitudes, and participation levels of youth in sports. This line of research focuses on how sports stars serve as role models, inspiring young people's engagement in sports and affecting their sports perceptions and behavior. (Eccles & Barber, 1999).

Media and Image Construction. Study of how sports stars are portrayed and shaped in the media, as well as the media's impact on sports star images. This research unveils how media constructs and disseminates sports star images and how such portrayal affects public perception. (Rowe, 2004).

Cultural Heritage and Regional Variation. Exploration of the images and impact of sports stars within different cultural and regional contexts. This category of research delves into how sports stars are understood and accepted in diverse cultural environments, as well as their role in preserving regional sports culture. (King, 2011)

This study aims to provide basic information to improve the correct image of sports stars as one of the models of public roles in society, and to lay a foundation for expanding the field of academic research. In addition, in modern society, the formation of sports values is becoming weaker and weaker. In reality, it is necessary to create opportunities for the public to learn social values and norms through sports stars and to form attitudes. Eileen Gu as ambassador to the United States, China and all over the world free skiing, can inspire people, especially young people and girls, to

establish self-confidence, break its own boundaries, and through the sports live a happier, healthier life is medium with sports stars, form positive values of sports, actively participate in sports, injecting vigor into life.

1.3. Research purpose and research questions

The research suggests that sports stars have a significant impact on youth participation in sports. This study takes Chinese female freestyle skier Eileen Gu as a sports star image to explore the relationship between sports values and participation. With the premise of the sports star image, the purpose of this study is to comprehend which aspects of the sports star image have a meaningful influence on sports values and the extent to which sports values impact sports participation.

Conversely, if a sports star who is closely associated with a certain type of sport or image expresses enthusiasm for winter sports, it could broaden the appeal of winter sports to a wider audience. Their influence could transcend their primary sport and attract followers who want to emulate their hero by participating in a different context. Overall, the interplay between specific sports star images, sports values, and winter sports participation is intricate and reciprocal. Sports star images can impact values, values can influence participation, and the endorsement of winter sports by influential sports stars can potentially lead to increased engagement in these activities.

In order to find out the relationship between sports star images and sports values, the differences among participating groups, and the variables, the following specific research questions were set.

According to the characteristics of the research object, the specific sports star image is analyzed to confirm that the research group has a positive value for a certain image and provide basic data that can be used in marketing. It aims to grasp the influence of Eileen Gu's sports star image on sports values and participation, so as to provide empirical information for improving the role model of teenagers and sports star images who play the role of social directors.

1.4. Definition of terms

1.4.1 Sports star image

The concept of sports star image refers to the image constructed by highly acclaimed athletes in the public's perception within the sports realm. This image encompasses not only their performance in competitions but also factors such as their appearance, personality, behavior, social engagement, and media portrayal. Sports star image can exert a profound influence on the general public, shaping their values, behaviors, and participation. (Meenaghan, 1991).

In this study, image sub-factors are set as appearance image, athletic performance image and ethical image. Appearance image refers to a teen-

ager's perception of a sports star's appearance, style, extroversion, etc. Or impressive image. Athletic performance image refers to the perception of athletic ability of sports stars in sports events. Ethical image refers to the impression of cognition and practice of human ethics.

1.4.2 Sports value

sports value pertains to the inherent principles, beliefs, and ideals associated with sports and physical activities. These values encompass aspects such as teamwork, discipline, fair play, dedication, perseverance, and the pursuit of excellence. They shape individuals' attitudes, behaviors, and choices related to sports participation and can have a broader impact on society.

Therefore, the concept of sports values is regarded as different from attitude, and the sports values and attitudes studied in advance are combined together, which are collectively referred to as sports values. This study divides various values and attitudes into aesthetical value, physical value, personality value, emotional value, and social value (Evaret, 1962).

Aesthetical value accentuates the artistic aspects of sports, highlighting the significance of graceful movements, skillful techniques, and captivating play. It underscores the visual and artistic appeal that sports can offer through skillful execution and elegant postures. Physical value underscores the importance of sports in promoting holistic physical development. It emphasizes the cultivation of various bodily organs, the enhancement of phys-

ical strength, and the provision of necessary rest and recuperation through engagement in sports activities. Personality underscores the role of sports in shaping individuals' moral character and personal qualities. It stresses the impact of sports on fostering positive attributes, values, and ethical conduct, contributing to the development of well-rounded and morally upright individuals. Among the myriad functions of sports, emotional value pertains to its capacity to alleviate stress, induce mood changes, and establish psychological stability. Engaging in sports can provide an avenue for emotional release, mood enhancement, and the maintenance of mental equilibrium. And social value encompasses the social implications of sports participation. It focuses on sports' role in facilitating social adaptation, fostering friendships, and strengthening social connections. Sports can serve as a platform for building camaraderie, enhancing friendships, and promoting social integration.

1.4.3 Sport participation

Sports participation refers to the active involvement of individuals in various sports and physical activities. It encompasses engaging in organized sports, recreational activities, exercise routines, and other forms of physical movement for enjoyment, health, competition, or skill development. It refers to that individuals show themselves to one or more sports activities under special circumstances, and the forms of sports participation are re-

lated to the internal and external dimensions of human participation, which can be divided into cognitive participation, active participation and attractive participation (Kenyon, 1969).

Cognitive participation refers to the extent to which people have knowledge or facts about sports. active participation refers to active and direct participation in sports games, or passive watching games, reading sports related reports and magazines, discussing sports and other activities. attractive participation refers to a certain person shows a certain emotional state or tendency towards a sports object at a certain time.

Chapter 2. Literature Review

2.1. Sports star image

2.1.1 The concept of sports star image

The concept of sports star image refers to the image constructed by highly acclaimed athletes in the public's perception within the sports realm. This image encompasses not only their performance in competitions but also factors such as their appearance, personality, behavior, social engagement, and media portrayal. Sports star image can exert a profound

influence on the general public, shaping their values, behaviors, and participation. (Meenaghan, 1991).

The concept of sports star image refers to the collective perception, portrayal, and reputation of a prominent athlete within the realm of sports and beyond. It encompasses not only the athlete's on-field performance but also their off-field characteristics, personality traits, behavior, values, endorsements, and interactions with the media and society at large.

The sports star image is constructed through various channels, including media coverage, public appearances, social media, and endorsements. It is a multidimensional representation that can influence public opinions, attitudes, and behaviors. A positive sports star image may inspire admiration, emulation, and support from fans, while a negative image can lead to criticism, backlash, and diminished popularity. (Wenner, 1998).

This concept explores the complex interplay between an athlete's athletic achievements, persona, and public perception, shedding light on the broader cultural and societal impact of sports figures.

Sports star image features refer to the distinct characteristics and qualities that contribute to the perception and portrayal of a sports star in the public eye. These features play a significant role in shaping how the athlete is perceived by fans, media, and society at large. Here are some key sports star image features:

Athletic achievements. The sports star's success in their respective sport, including championships, records, and exceptional performances, contributes to their image as a high-achieving athlete; Personality and character: The athlete's personality traits, values, ethics, and behavior both on and off the field contribute to their image. Traits such as leadership, sportsmanship, humility, and resilience can shape their public perception; Appearance. The physical appearance and grooming of the sports star can impact their image. This includes factors like physical fitness, style, and how they present themselves in public; Social involvement. The athlete's engagement in social causes, charity work, and community initiatives can enhance their image as a socially responsible individual who gives back to society; Media presence. How the athlete is portrayed in the media, including news coverage, interviews, and social media presence, plays a crucial role in shaping their image; Marketability. The sports star's appeal to advertisers and brands for endorsements and commercial partnerships contributes to their image as a marketable personality; Fan interaction. How the sports star interacts with fans through events, autograph signings, social media engagement, and other activities can influence their image as approachable and relatable; Cultural and social impact. The sports star's influence on broader cultural and social issues can contribute to their image as a role model and advocate for change; Competitive spirit. The athlete's determination, work ethic, and competitive drive contribute to their image as

someone who strives for excellence and sets an example for others; Innovation and uniqueness. Any unique or groundbreaking approaches to their sport or contributions to its development can set a sports star apart and contribute to their image; Endorsements and collaborations. The athlete's associations with brands, products, and other public figures can influence their image and public perception.

2.1.2 Constituent elements of sports star image

The constituent elements of a sports star image include:

Performance and achievements. The sports star's on-field performance, achievements, records, and skills play a significant role in shaping their image. Exceptional athletic abilities and remarkable accomplishments contribute to their iconic status.

Personality and character. The personality traits, values, and character exhibited by the sports star both on and off the field contribute to their image. Traits such as determination, sportsmanship, humility, and leadership influence how the public perceives them.

Physical appearance. The sports star's physical attributes, including their physique, style, and grooming, contribute to their image. A well-maintained and distinctive appearance can enhance their appeal and recognition.

Media presence. How the sports star is portrayed in the media, including interviews, endorsements, and social media presence, shapes their image. Positive media coverage can contribute to a favorable public perception.

Social engagement. The sports star's involvement in social causes, charity work, and community initiatives can contribute to a positive image, as it showcases their concern for societal issues beyond sports.

Authenticity and consistency. Consistency in their actions, values, and behavior over time helps build an authentic and reliable image. Inconsistencies or controversies can impact their credibility.

Cultural and societal relevance. The sports star's relevance and impact within the cultural and societal context can influence their image. How they resonate with the public's values, aspirations, and interests plays a role.

Endorsements and brand associations. The sports star's associations with brands, endorsements, and partnerships contribute to their image. Collaborations with reputable brands can enhance their image and reach.

Fan interaction. How the sports star engages with their fans, interacts on social media, and participates in fan events can shape their image as approachable and relatable.

Legacy and influence. The long-term impact, contributions to the sport, and influence on future generations also contribute to the overall image of a sports star. (Seo, Green, & Lee, 2003).

2.1.3 The characteristics of sports stars

The characteristics of sports stars are as follows:

Exceptional athletic abilities. Sports stars are renowned for their exceptional physical qualities and technical skills in their respective sports. Their extraordinary abilities set them apart from other athletes.

Consistent high performance. Sports stars consistently maintain a high level of performance in competitions, achieving remarkable results and often breaking records. Significant achievements such as championships, titles, medals, and records contribute to their recognition and legendary status.

Wide recognition and fame. Sports stars are widely recognized and acclaimed not only within their specific sports but also beyond. They enjoy extensive awareness and fame both within and outside their respective sporting domains. (Horne & Manzenreiter, 2006)

Extensive media coverage. Sports stars receive extensive media coverage, appearing in interviews, news articles, and on social media platforms, which enhances their visibility and image.

Role model status. Often serving as role models, sports stars exemplify positive attributes such as determination, dedication, discipline, and commitment both on and off the field. Their actions and decisions can influence fans, followers, and society at large, shaping public opinions and attitudes. (Wenner, 2021).

Distinctive appearance. Sports stars typically possess distinctive physical features, including maintaining good physique and recognizable styles.

Endorsements and sponsorships. Many sports stars become brand ambassadors, endorsing products and services, further enhancing their status and income. Simultaneously, they engage in charitable activities, leveraging their platform to raise awareness of social issues and contribute to causes.

Inspiration for new generation. Utilizing their influence, sports stars inspire the younger generation of athletes and contribute to the overall development of their respective sports.

Global appeal. Top-tier sports stars often boast a global fan base, participating in international competitions that transcend national borders, making them ambassadors for their countries. (Coakley, & Pike, 2009).

Sports stars, like traditional heroes, have unique characteristics. These characteristics are manifested in four aspects: Ethical, athlete performance, appearance and fictionality (Koo, 2008). Here we use the Ethical, athlete performance and appearance to measure Eileen Gu's sports star image.

2.1.4 Sports stars image and teenagers

The physical appearance, athletic performance, and moral image of sports stars have profound effects on adolescents. These aspects of influence not only shape the values and attitudes of young people but also significantly impact their behaviors and decisions.

Sports stars typically possess a healthy, strong, and attractive physical appearance, which may trigger an emphasis on and imitation of looks among adolescents. Many adolescents might strive to emulate the physical appearance of sports stars, potentially leading to body image anxieties and issues with self-esteem. However, a moderate focus on appearance can also encourage adolescents to adopt healthy lifestyles and engage in physical exercise, positively affecting their physical well-being. (Dohnt & Tiggemann, 2006).

Furthermore, sports stars' exemplary skills and passionate displays in competitions can ignite adolescents' interest and enthusiasm for sports activities. Adolescents may draw inspiration from sports stars, aiming for exceptional athletic abilities, nurturing perseverance, and actively participating in sports competitions. They may regard sports stars as role models, striving to achieve their own athletic goals. (Fredricks & Eccles, 2006).

The moral behavior and decisions of sports stars also exert a significant influence on adolescents. Adolescents might view sports stars as moral

standards, learning values related to teamwork, dedication, perseverance, and a positive attitude. However, if sports stars exhibit inappropriate behavior or moral issues, adolescents might be misled, imitating negative conduct, and even experiencing confusion and perplexity regarding their own moral beliefs. (Gould, Collins, Lauer & Chung, 2007).

In conclusion, the physical appearance, athletic performance, and moral image of sports stars greatly shape adolescents' cognition, attitudes, and behaviors. Through positive role modeling and moral guidance, sports stars can have a constructive impact on adolescents, aiding them in cultivating healthy lifestyles, positive values, and strong moral qualities. Nevertheless, it is important to be aware of the potential negative influences of sports stars' behavior on adolescents, ensuring they receive proper guidance and education.

Recently in China, media coverage of not only professional sports but also international competitions has become widespread, and celebrity athletes are receiving special evaluation and treatment not only from teenagers but also from the general public due to the appearance of sports stars in out-of-competition programs. For example, the Chinese women's volleyball team, Chinese Women's football team, Eileen Gu and other players are cheered and praised by the public for their active performances. In these phenomena, sports star images has a great impact on the host. Especially

for teenagers, sports stars, as the directors of sports socialization, play a very important role.

2.2. Sports value

The concept of sports value refers to the significance, principles, and beliefs that individuals and society attribute to sports and physical activities. It encompasses the positive outcomes and benefits that participation in sports can bring, both on an individual level (such as physical fitness, mental well-being, skill development, and enjoyment) and on a societal level (such as community building, social interaction, cultural expression, and national identity). (Houlihan & Malcolm, 2015).

Factors influencing sports values encompass a variety of aspects at both individual and societal levels, collectively shaping people's perceptions, attitudes, and beliefs towards sports. The following are some key factors influencing sports values:

Cultural background and societal values. Different cultures and societal backgrounds can lead to varying perceptions and evaluations of sports. Some cultures emphasize competition and victory, while others prioritize teamwork and participation. Individual values are often influenced by the cultural and societal context they are in.

Family influence. Families play a crucial role in shaping an individual's sports values. Family attitudes, values, and behavioral patterns can impact

young people's views and interests in sports, including whether they participate in sports activities and how they approach aspects like winning and losing.

Educational experiences. Sports education and experiences within schools and educational institutions can influence an individual's sports values. These experiences may emphasize sportsmanship, fair competition, a healthy lifestyle, and other values.

Media impact. The way sports are portrayed and presented in the media can shape people's perceptions of sports. Coverage of sports events, sports stars, and related news can shape public opinions on sports and convey specific sports values.

Social circles and peer influence. The social environment and peer groups that individuals are part of can significantly shape their sports values. The attitudes, behaviors, and interests of peers can influence individual sports participation and perspectives.

Personal experiences and goals. Personal experiences gained through participating in sports activities contribute to shaping an individual's sports values. Personal sports goals, interests, and achievements also impact their sports values.

Social policies and systems. Government policies, organizational approaches, and institutional systems related to sports can influence societal views on sports. The level of policy support, resource allocation, and the

direction of sports development can all contribute to the formation of sports values.

These factors intertwine to collectively shape the sports values of individuals and societies. Different factors may have varying degrees of influence in different times and contexts, thereby affecting people's attitudes and behaviors towards sports. (Bush, Martin & Bush, 2004).

Sports star images can have both direct and indirect effects on the change and formation of sports values. These effects can influence individuals' perceptions, attitudes, and beliefs about sports, ultimately shaping their values in various ways:

Sports stars often serve as role models for the public, especially young people. Their exemplary behavior, dedication, and sportsmanship can directly influence individuals' adoption of positive sports values, such as fair play, teamwork, and determination. When sports stars exhibit certain behaviors on and off the field, such as supporting charitable causes or promoting healthy lifestyles, it can lead to direct imitation by their fans and followers. This imitation can contribute to the reinforcement of specific sports values. Sports stars frequently use their platform to communicate certain values or messages related to sports, competition, and personal growth. Their actions and statements can directly influence public perceptions and understanding of these values.

And there are also some indirect effects on sports value.

Media coverage of sports stars' achievements, lifestyles, and interactions can indirectly shape public perceptions of sports values. Positive portrayals of sports stars engaging in fair play or overcoming challenges can reinforce those values among audiences. The success stories of sports stars can indirectly inspire and motivate individuals to pursue their own sports goals. This inspiration can lead to the internalization and adoption of values associated with hard work, dedication, and achievement. Sports star images become part of the broader cultural narrative, contributing to the transmission of certain sports values across generations. Their stories and achievements become part of the collective consciousness and influence societal attitudes toward sports. The behavior and choices of sports stars can indirectly influence social norms within sports communities. Individuals may conform to perceived norms associated with their favorite sports stars, leading to the adoption of similar values. Media coverage and public discourse about sports stars can lead to discussions about various sports values, ethical dilemmas, and controversies. These discussions contribute to the ongoing negotiation and evolution of sports values. (Wann & Grieve, 2005).

In summary, sports star images can directly impact sports values through role modeling, behavior imitation, and value communication. Indirectly, they shape values through media influence, inspiration, cultural

transmission, social norms, and discussions. These combined effects contribute to the change and formation of sports values within society.

2.3. Sports participation

2.3.1 The concept of sports participation

The concept of sports participation refers to the involvement of individuals in various physical activities, games, exercises, and organized sports events. It encompasses a wide range of activities, from casual recreational sports to competitive events and professional sports. Sports participation is not limited to physical exercise; it also involves social, psychological, and emotional aspects related to engagement in sports. (Eime, Young, Harvey, Charity & Payne, 2013).

2.3.2 Factors affecting sports participation

Individuals' intrinsic motivation and interest in specific sports or physical activities play a significant role in their decision to participate. Enjoyment, personal goals, and a sense of achievement can drive participation. Additionally, if people realize the benefits of sports activities, such as physical health, psychological well-being, social interaction, skill development, and stress relief, they are more likely to engage in sports activities.

Furthermore, factors like time constraints, financial limitations, transportation issues, and accessibility of facilities can hinder sports participation,

given that participation requires time and financial investment. On the other hand, positive social influences from family, friends, coaches, and peers can encourage sports participation. Conversely, negative social influences or lack of support may impede participation.

The overall cultural and societal context also affects individuals' attitudes toward sports, gender roles, and societal expectations, thereby influencing participation. Inclusive and diverse sporting environments can foster broader sports participation.

Individuals' level of physical fitness and skill development also significantly impact their likelihood of engaging in sports activities. Additionally, the availability of sports facilities and venues poses a substantial constraint on participation. Access to sports facilities, organized programs, and structured opportunities for physical activity can greatly influence participation rates.

Awareness of the health benefits of regular physical activity can motivate individuals to engage in sports activities for the sake of their well-being. Positive media coverage and presentation of sports and athletes can also spark interest in sports participation. Educating individuals about the importance of sports and physical education can further encourage participation.

Different life stages, such as childhood, adolescence, adulthood, and old age, entail varying levels of willingness and ability to participate in sports activities. (Coakley & Pike, 2009).

2.3.3 The extent and type of sports participation

The degree of sports participation can be defined as the level or depth of an individual's involvement or engagement in sports activities, including their invested time, energy, and level of commitment. This encompasses the individual's level of activity, enthusiasm, and focus in sports-related endeavors.

The frequency of sports participation refers to the number of times an individual engages in sports activities, typically indicating how often they participate within a specific time frame. Frequency of participation can be used to measure the number of times an individual engages in sports activities over a certain period, such as weekly, monthly, or annually. (Dishman, & Sallis, 1994).

In summary, the degree of sports participation emphasizes the depth and level of involvement an individual has in sports activities, while the participation frequency focuses on the number of times an individual engages in sports activities within a given time frame. These two factors together influence an individual's level of engagement in sports activities.

2.3.4 Form of sports participation

Kenyon's description from 1969 suggests that sports participation encompasses both an individual's inner thoughts and emotions, as well as their outward actions. He emphasizes that participation in sports goes beyond mere physical involvement and is influenced by a person's internal experiences and perceptions.

Sports participation is not solely about the external activities or actions that people engage in, but also involves their inner thoughts, motivations, and emotions. It recognizes that individuals bring their unique perspectives, attitudes, and feelings to their participation in sports. And Kenyon further breaks down the nature of participation based on its content. He categorizes participation into different types:

Active participation. Involvement in physical activities, such as playing sports, exercising, or competing. As the direct producer of sports competitions, players don't function, but the leaders directly affect the results of the game, mediator, health management workers, such as the role of the people is the indirect producers, in fact, the sports life of the people, but the participation of producers, directly to the camp on the result of the match type entrepreneurs, technical personnel, service personnel and so on.

Cognitive participation. Engaging in the mental aspects of sports, including learning about sports strategies, rules, and tactics. In addition, it is

different according to the learning of women's role in sports or the characteristics of the cognitive system of role performers, and it is also different according to the sports status of individuals.

Affective participation. Involvement driven by emotions, enjoyment, and feelings of satisfaction derived from sports. Affective participation refers to indirect participation where one does not directly participate in sports, but shows emotional interest in a particular player or team.

And also categorizes sports participation based on the roles individuals take on:

Participants. Those directly engaging in sports activities, whether actively playing or taking part in related events.

Producers. Individuals involved in creating and organizing sports events, programs, or content.

Consumers. People who enjoy and benefit from sports experiences as spectators, fans, or enthusiasts.

In essence, Kenyon's perspective underscores that sports participation is a multidimensional concept that encompasses individuals' thoughts, emotions, actions, and roles. It emphasizes that people's involvement in sports is not limited to physical activities alone but is shaped by their internal experiences and the various ways they engage with sports, both mentally and emotionally.

The theoretical background of the above research factors classification. Sports star images will affect the values and participation of sports, and the values set by sports as a medium will also affect the participation of sports. Such logical development makes sense in theory. Therefore, in such a theoretical context, there is no problem in verifying the research question through statistical procedures in order to solve the research question.

2.4. Research model and hypothesis

Based on the previous study, the influence and causality of independent variables, mediating variables and dependent variables in this study were analyzed as follows.

In addition, the higher the sports executive ability image of sports stars, the higher the theoretical values, the higher the sports executive ability, the higher the sports sensation consciousness, the higher the aesthetic values, social values and political values. The higher the sports performance ability and the evaluation consciousness of sports stars, the higher the economic value, the higher the appearance, the sports performance and evaluation consciousness of sports stars, and the higher the religious value. Overall, the report said, sports star images can have an impact on the sports values of young people.

Kim (2007) in the university sports star image and the relationship of sports attitude, from the point of factors influencing the sports star image,

gender, age, professional series, living standards, from areas have significant differences, factors influencing the sports attitude of gender, age, professional series of significant differences, living standards, no significant differences from region. In addition, the relationship between sports star image and sports attitude is at a low level. The results show that sports stars play a very positive role to teenagers physically, socially and emotionally, and the correct understanding and preference of sports stars can be role models for teenagers in all aspects such as attitude formation.

Jong and Kwon (2007) stated in the influence of sports Hero image on Sports attitude and investment that the factors of surprise, confidence and aura of sports hero image had a statistically significant influence on personal attitude and psychological attitude of sports attitude, but had no significant influence on social attitude.

Kim (2010) reported in a Study on the Youth for Sports Stars image that the recognition of positive sports stars has a positive impact on sports participation.

Sports value and sports participation has long been in the field of sports science research, tries to clarify sports attitudes and values by experimental method and the relationship between the sports participation, Kenyon (1968) in a study of "bona fide sports attitudes, values and the relationship of sports participation and continue to exercise" study, points out that through the sports meet some of the value of expectation will affect

continued to participate in sports, Sonstroem (1982) pointed out that the general attitude towards exercise is an important factor for predicting the beginning of exercise, continuing participation in exercise and its choice.

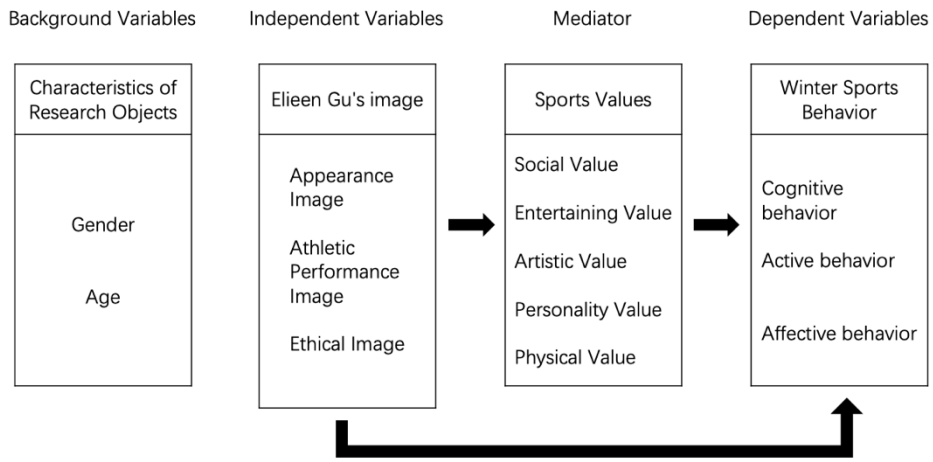
Through participation in youth sports media experience of sports values and attitudes, and to participate in sports the causal relationship between the study, to participate in the experience and the sports values, sports attitude and sports of causal hypothesis testing results show that the sports value and attitude and participation between endogenous variable, Sports values → sports attitude, sports attitude → participation in sports, sports values → participation in sports ($p < 0.01$).

Park (2009) reported in the Research on the Relationship between the Characteristics of Young People Participating in E-Sports and their Sports Attitude and Participation that sports attitude has an impact on their participation in sports and is an important factor in the relationship between spreading e-sports and participating in sports.

2.4.1 Model

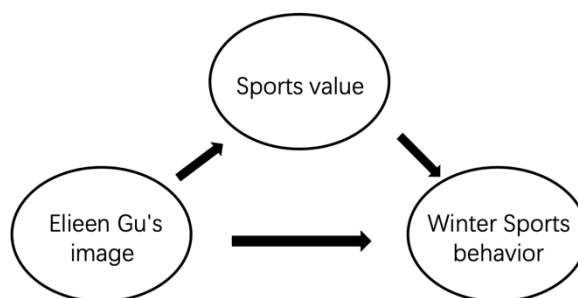
In order to study and observe the relationship between Eileen Gu's sports star image, sports values and winter sports participation, the relationship model < Figure. 1 > was established.

Figure 1. Model of the relationship between Eileen Gu's sports star image and winter sports participation



In order to understand the relationship between sports stars' image, sports values and participation, a structural model as shown in <Figure 2> is constructed according to theoretical basis and data of advance research.

Figure 2. The structure model of sports star image and sports participation



This study classifies appearance image, athletic performance image and ethical image of Eileen Gu as sub-factors, and sports values classifies social value, entertaining value, artistic value, personality value and physical value as sub-factors. Winter sports participation includes cognitive participation, active participation and affective participation. The focus is to verify the influence of specific sports star image on sports values and the resulting influence on sports participation.

2.4.2 Hypothesis

According to the above model, we can draw the following research hypotheses:

H1: Eileen Gu's sports star image have positive direct influence on the winter sports participation of children in 10-19.

Many scholars believe that general attitudes and values toward sports can predict the choice of early and continued participation in sports. In response, Kenyon(1968) reported that in studies involving the relationship

between benevolent sports attitudes and participation in sports and continued participation in sports, any values or attitudes that are intended to be satisfied through sports have an impact on continued participation in sports.

Therefore, we believe that sports star image will have influence on the youth winter sports participation.

H2: Eileen Gu's sports star image have positive indirect influence on the winter sports participation of children in 10-19.

H3: The influence of Eileen Gu's sports star image towards the winter sports participation of children in 10-19 are mediated by their sports value.

Kenyon (1968) in a study of "bona fide sports attitudes, values and the relationship of sports participation and continue to exercise" study, points out that through the sports meet some of the value of expectation will affect continued to participate in sports, Sonstroem (1982) pointed out that the general attitude towards exercise is an important factor for predicting the beginning of exercise, continuing participation in exercise and its choice.

Park (2009) reported in the Research on the Relationship between the Characteristics of Young People Participating in E-Sports and their Sports Attitude and Participation that sports attitude has an impact on their participation in sports and is an important factor in the relationship between spreading e-sports and participating in sports.

Chapter 3. Methods

3.1. Participants

In order to find out the relationship between sports star images and sports values and participation, the study recruited high school and college students who had never played winter sports in China before. Convenience sampling method is adopted for sampling, which is one of the non-random sampling methods.

3.2. Measurement development

In order to analyze the variation of the relationship between sports star images, sports values and participation, the questionnaire on sports star images refers to the questions used in the research of Kim(2008), Seo and Choi. (2003). The value classification model of Evarett(1962) is used for sports values. Specifically, the questionnaire of sports values consists of 16 questions in total, including 4 questions on social value, 4 questions on entertaining value, 4 questions on artistic value, 4 questions on personality value and 4 questions on physical value. Participation in winter sports is

based on the classification model of participation in sports by Snyder & Spreizer (1983).

Table 1. Contents of the questionnaire

Questionnaires will be used in this study.

Variables	Contents	Items	Reference
Characteristics of research objects	Gender(1)	2	-
	Age(1)		
Eileen Gu's sports star image	Appearance Image (6)	14	Kim, (2008), Seo and Choi. (2003)
	Athletic Performance Image(4)		
	Ethical Image (4)		
	Social Value (4)		
Sports value	Entertaining Value (4)	20	Evarett(1962)
	Artistic Value (4)		
	Personality Value (4)		
	Physical Value (4)		
	Cognitive participation(5)		
Winter Sports participation	Active participation (5)	15	Snyder & Spreizer (1983)
	Affective participation (5)		

Sum	51
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Eileen Gu's Sports star image. For sports star image, the study will be operationalized using the scale proposed by Kim, (2008), Seo and Choi. (2003) with 14 items.

Table 2. Measures of Eileen Gu's sports star image

Measures of Eileen Gu's sports star image.

items	
1	Eileen Gu is greatness
2	Eileen Gu looks great
3	Eileen Gu is charming
4	Eileen Gu looks cool
5	Eileen Gu looks healthy beauty
6	Eileen Gu has good looks
7	Eileen Gu has strong physical strength
8	Eileen Gu has the best sports skills
9	Eileen Gu is the representatives of the program
10	Eileen Gu always do well in competitions
11	Eileen Gu is polite
12	Eileen Gu has very clean private lives

13	Eileen Gu looks integrity
14	Eileen Gu looks very caring

Youth's Sports value. For Youth's Sports value, the study will be operationalized using the scale proposed by Evarett(1962) with 20 items.

Table 3. Measures of youth's sports value

Measures of Youth's Sports value.

	items
1	Do you think you can make a lot of money as an athlete?
2	Do you think the reason for the emergence of professional sports is that sports can bring economic benefits and become a necessity in modern society?
3	Do you think Eileen Gu is financially successful people?
4	Do you think sports activity is good for maintaining good relationships?
5	Do you think sports activity contributes to making friends?

6	Do you think sports activity helps to recognize others and deepen friendships?
7	Would sports be more interesting if the media broadcast the right amount of it?
8	Do you mainly take part in sports (life sports, etc.) in your spare time?
9	Do you think sports are entertaining?
10	Do you think sports have the value of artistic?
11	Do you think Eileen Gu is beautiful when she shows perfect movements in the competition?
12	Do you think Eileen Gu's fans like her because they get to see good games?
13	Do you think sports activity helps develop your patience?
14	Do you think sports activity helps develop your composure?
15	Do you think sports activity helps develop your concentration?
16	Do you think sports activity helps foster cooperation?
17	Do you think sports activity helps to maintain and

	improve your health?
18	Do you think sports activity is effective in preventing adult diseases?
19	Do you think sports activities help you control your weight?
20	Do you think sports activity contributes to balanced physical development and maintenance?

Winter sports participation. For Youth's Sports value, the study will be operationalized using the scale proposed by Snyder & Spreizer (1983) with 15 items.

Table 4. Measures of winter sports participation

Measures of winter sports participation.

	items
1	I understand more about winter sports by watching Eileen Gu's games.
2	I can feel the necessity of winter sports by watching EileenGu's games
3	I can feel the importance of winter sports by watching Eileen Gu's games

4	By watching Eileen Gu's competition, I can learn the methods and rules of relevant competitions.
5	Because of Eileen Gu, I start to watch the video about winter sports.
6	Because of Eileen Gu, I began to take an active part in winter sports.
7	I want to learn movement skills like Eileen Gu.
8	I want to learn Eileen Gu's sports, such as skiing
9	My skills gradually improved after I started studying.
10	I often want to do sports after watching Eileen Gu's match.
11	I enjoy it when I play winter sports.
12	I can feel the fun of sports when I play winter sports.
13	I am more positive about the idea of doing sports after doing winter sports
14	I applaud Eileen Gu for every game.
15	I can feel a sense of closeness with Eileen Gu when I play winter sports.

3.3. Reliability test

Table 5. Reliability test

Construct	Item	Average	Std. Deviation	Cronbach's Alpha
Sports star image	IM1	4.30	0.64	0.89
	IM2	4.30	0.64	
	IM3	4.29	0.73	
Sports value	VA1	3.79	0.67	0.80
	VA2	4.02	0.68	
	VA3	3.95	0.67	
	VA4	4.07	0.80	
	VA5	4.48	0.57	
Sports participation	PA1	4.06	0.77	0.91
	PA2	3.71	0.95	
	PA3	3.97	0.79	

Cronbach's α coefficient was used for the reliability of the questionnaire in this study. Cronbach's α coefficient test is one of the reliability test methods to obtain the internal consistency of items, which is a method to estimate the reliability by testing the degree of homogeneity between items. The value of Cronbach's α is between 0 and 1, and generally $\alpha=0.60$. As shown in the figure, Cronbach's α coefficients of the measured variables used to measure each latent factor all have high internal consistency

3.4. Validity test

The analysis of individual confirmatory factors of the measurement model shows that there is no factor to be eliminated when the theoretical background and multiple indicators are judged comprehensively. Therefore, a full confirmation factor analysis was performed on the assay model using all factors.

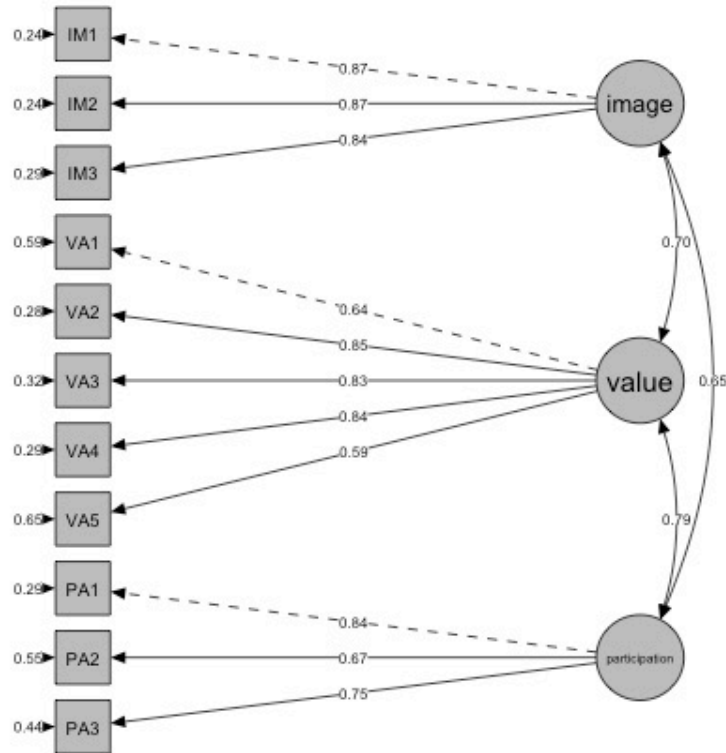
The fitting index of the overall confirmatory factor analysis was (CMIN/df=1.822), CFI=.974, TLI=.965, RMSEA = 0.064), all the other indexes except were higher than the reference value, so the overall measurement model is more suitable.

Among all factors included in the structural model, the standardized factor load of moral image is smaller than the standard, but the threshold of all factors presents reasonable factor values at the significance level of 1%, so it is considered that the overall feasibility is not problematic. Therefore, we confirm that there is no problem in using this scale as the questionnaire for this survey.

Table 6. Confirmatory factor analysis model fit.

CMIN	df	CMIN/df	SRMR	CFI	TLI	RMSEA
74.724	41	1.822	0.039	0.974	0.965	0.064

Figure 3. Confirmatory factor analysis results.



3.5. Statistical procedures

After obtaining Institutional Review Board (IRB) approval of the study procedures. To avoid duplicate responses in the main study, I will collect data from the primary study from sports schools. Data will be collected by sending emails with survey links using Prolific Survey software, which is designed to conduct electronic surveys. The self-report questionnaire in-

cluded a letter explaining the purpose of the study and confirming their consent to participate as subjects in the described purpose of the study.

In this study, the feasibility of the application to improve the content of the questionnaire is determined by focusing on the attributes to be measured and evaluating the suitability of the hypothesis concept under the framework of logical analysis and theory. In order to ensure the construct validity, exploratory factor analysis and confirmatory factor analysis were carried out using SPSS26.0 and factor analysis, respectively, to ensure the convergent validity and discriminant validity.

The criteria for determining the suitability by confirmatory factor analysis were that SRMR (root mean square residual) was 0.05 or less, goodness of fit index (GFI) was 0.90 or more, RMSEA was 0.064, NFI (normed fit index) was 0.90 or more, and Tucker-Lewis Index (TLI) was 0.90 or more, when the comparative fit index (CFI) model was 0.90 or less. (Lee & Im, 2007).

The analysis contents and methods of each research question are as follows.

- 1) According to the sports star image, the correlation analysis and multiple regression analysis of sports values and sports participation are carried out
- 2) According to the sports value, the multiple regression analysis of sports participation are carried out.

Chapter 4. Results

4.1. The correlation between sports star image and sports values and participation

In order to understand the correlation degree and direction of each factor, correlation analysis was carried out, and the results obtained are shown in the figure below. The relationships among the factors are in the same direction as those of the hypothesis set, and the differences among the factors are statistically significant ($p < .01$). In addition, multicollinearity does not seem to be problematic because there is no high correlation between the sub-factors, indicating that the sub-factors have discriminant validity.

Table 7. The correlation between sports star image and sports value and participation

	appearance	athletic	ethical	social	entertaining	artistic	personality	physical	cognitive	active	affective
appearance	1										
athletic	.768**	1									
ethical	.735**	.727**	1								
social	.363**	.394**	.424**	1							
entertaining	.456**	.457**	.465**	.598**	1						
artistic	.576**	.565**	.492**	.488**	.696**	1					
personality	.496**	.506**	.509**	.467**	.720**	.716**	1				
physical	.380**	.379**	.377**	.397**	.536**	.430**	.510**	1			
cognitive	.450**	.487**	.554**	.496**	.536**	.563**	.584**	.392**	1		
active	.325**	.339**	.392**	.445**	.431**	.430**	.444**	.383**	.542**	1	
affective	.339**	.454**	.428**	.432**	.447**	.476**	.475**	.274**	.632**	.540**	1

** Correlation is significant at the 0.01 level (2-tailed).

4.2. Sports star image and sports values and participation

According to the image of sports stars, the relationship between sports values and participation in sports is identified, and the results of verifying the direct, indirect and media effects of the resulting channels are as follows.

Table 8. Regression results

	Structural path	Standardized coefficient	SE	P(> z)
a	Image → value	0.70	0.069	0.000
b	Value → participation	0.55	0.165	0.030
c	Image → participation	0.20	0.106	0.000

Table 9. Mediating effects

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
Ind	0.525	0.091	5.777	0.000	0.452	0.452
Dir	0.231	0.106	2.175	0.030	0.199	0.199
Total	0.756	0.089	8.501	0.000	0.650	0.650

In order to determine whether the image of sports stars is spread by sports values, we should pay attention to the relationship between the image of sports stars and participation in sports. If the direct relationship between sports star image → participation in sports is figurative and other approaches are meaningful, then the influence of sports star image on participation in sports can be said to be completely mediated by sports values. However, the results of this study show that there is a significant direct relationship between sports stars image → participation in sports (S.E=.106), and sports values → participation in sports (S.E=.165). Therefore, the image of sports stars not only directly affects sports participation, but also exerts its influence through the medium of sports values, which can be regarded as part of the media role of sports star image and sports participation. We also separate the three factors to verify the effects of the three factors separately.

Table 10. The value of sports star image

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
IM1	0.092	0.016	5.646	0.000	0.092	0.223
IM2	0.098	0.016	6.023	0.000	0.098	0.241
IM3	0.164	0.023	7.220	0.000	0.164	0.305
Total	0.320	0.042	7.571	0.000	1.000	1.000

Table 11. The value of sports value

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
VA1	0.275	0.030	9.262	0.000	0.275	0.606
VA2	0.107	0.018	5.984	0.000	0.107	0.232
VA3	0.157	0.020	7.727	0.000	0.157	0.347
VA4	0.193	0.027	7.154	0.000	0.193	0.301
VA5	0.211	0.022	9.384	0.000	0.211	0.646
Total	0.179	0.038	4.734	0.000	1.000	1.000

Table 12. The value of sports participation

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
PA1	0.370	0.084	4.398	0.000	0.370	0.619
PA2	0.486	0.111	4.391	0.000	0.486	0.618
PA3	0.051	0.130	0.392	0.695	0.051	0.080
Total	0.228	0.099	2.294	0.022	1.000	1.000

It can be seen from the data that the total P value of all factors is less than 0.05, but the P value of the affective participation is greater than 0.05, indicating that the sports star image has little influence on teenagers' affective participation in sports activities.

Chapter 5. Discussion and Conclusion

5.1 Discussion

Positive sports star images influence sports values and sports participation, and positive sports values directly affect sports participation, indicating that sports star images have a greater impact on sports values than on participation. Additionally, there is a partial mediating effect of sports values between sports star images and sports participation, supporting the theo-

retical background and research question that sports star images influence sports values and, indirectly, through sports values as mediators.

The results of analyzing the impact on cognitive participation, active participation, and affective participation, which are sub-variables of sports participation according to sports star image, are as follows.

It is found that the sub-variables of sports participation are affected by appearance image, sports performance image and moral image in turn. In the sub-variables of sports star image, it can be seen that appearance image and sports performance image have great influence on sports participation. Since most teenagers have access to sports stars through the media, their perception of them is a fictional appearance image, or the image of the athlete shown on the field of play or in the media, rather than the real image of the sports star.

Since sports stars arouse interest comparable to those of the general public, teenagers naturally gain sports knowledge through the various media in which sports stars appear, watching games, and talking to people around them, which is thought to affect cognitive participation. It is judged that teenagers watch and participate in the events of their favorite stars in terms of identification with imitation learning and object, and also engage in participational participation by imitating the star's performance scene in actual participation. It is affective participation by the fandom phenomenon. Teenagers create fan clubs of general pop stars to emotionally support

stars, and just as they prefer, sports stars are also believed to have many fan clubs, which naturally lead to affective participation. Most teenagers are highly interested in sports stars, and it is recognized that sports stars have made a lot of effort. In addition, it is analyzed that the reason why they like sports stars is because they do what they like, and you can see them sweating and trying, which also creates the confidence that they can do it and the desire to participate.

Cognitive participation affects artistic, social, physical, personality, and emotional values; active participation affects aesthetic, social, emotional, and emotional values; and affective participation affects aesthetic, social, emotional, and physical values. It can be seen that among the sub-variables of sports value, aesthetic value, social value and physical value have a large impact.

Some scholars believe that universal values or attitudes towards sports can predict the choice of early and sustained sports participation (Kim, 2001). In addition, Sonstroem (1982) proposed that the general attitude towards exercise was an important factor in predicting the initiation, continued participation and choice of exercise. In addition, people who are more negative about sports have more negative or negative attitudes toward watching sports, purchasing goods, and participating in sports activities. Therefore, sports values are also considered to be an important mediator between sports star image and sports participation, and it can be seen from

this study that the positive aesthetic, social and physical values of sports all have a positive impact on sports participation.

The reason for the high proportion of appearance image in the sub-variable is that teenagers, just like ordinary stars, are more interested in the appearance, fashion style and extroverted style of sports stars in addition to their competitive strength. This is in line with the results of a study by Kang (2008), who encouraged and supported sports stars because of their good looks.

Therefore, considering that sports star image reflects the image of sports, it is believed that sports stars always need to manage themselves as public figures in order to enhance the positive image of sports.

And female athletes' outstanding performances and accomplishments shatter traditional gender stereotypes, sending a powerful message to girls that they can achieve greatness in the realm of sports. The resilience, confidence, and strength they exhibit provide immense inspiration to girls, igniting their awareness of their own potential and encouraging them to pursue their dreams.

The success stories and remarkable performances of female athletes captivate a large following of girls. Girls are drawn to their skills and talents, aspiring to showcase their abilities in the realm of sports. The influence of female athletes sparks girls' interest in sports, motivating them to actively

participate in various sports activities and pursue personal achievements and self-worth.

Female athletes display diverse and powerful representations of female bodies through their robust physicality and positive image. Their success communicates to girls that a healthy body and positive image are vital, beyond superficial appearance standards. This influence encourages girls to prioritize their physical well-being and actively engage in sports to maintain a healthy physique.

The success and leadership displayed by female athletes inspire girls to become confident and influential individuals in their own lives. They showcase determination and resilience in the arena, motivating girls to face challenges and pursue their goals. This positive influence empowers girls to believe in themselves and become leaders in their respective fields.

Sports stars like Elieen Gu, with their impressive achievements and remarkable performances, become objects of admiration and emulation for young people. Young individuals appreciate Elieen Gu not only for her winter sports skills but also for her resilience, perseverance, and spirit of determination. These positive qualities serve as motivation for young people to engage in winter sports. They aspire to showcase their talents and abilities on the ice, just like their idols.

Sports star images are widely propagated through media and social platforms, providing easy access to the stories and accomplishments of

these athletes. Elieen Gu's success story and her captivating performances in competitions spark interest among young people. They are drawn to her athletic skills and charisma, desiring recognition and a sense of achievement in the realm of winter sports.

Sports stars not only embody exceptional athletic prowess but also convey positive sports values. They emphasize the importance of teamwork, effort, and fair competition. When young people admire and follow sports stars, they also embrace these values and apply them to their own sports participation. They realize that sports are not solely about personal accomplishments but also present opportunities for collaboration and mutual support.

Sports values have a profound influence on young people's engagement in sports. Positive sports values encourage young individuals to cultivate a healthy lifestyle, enhance their physical fitness, and develop their sports skills. They learn to face challenges, overcome difficulties, and draw lessons from failures. The sports values conveyed by sports stars influence young people to adopt a positive attitude, actively participate in winter sports, and enjoy the sense of achievement and joy that sports bring.

The affinity of young people towards sports star images is not solely based on athletic skills but also influenced by the positive sports values they embody. The image and values of sports stars inspire young individuals to participate in winter sports, fostering healthy lifestyles, cultivating a

competitive spirit, and promoting teamwork. Therefore, it is crucial to acknowledge and support the positive image building of sports stars, as well as advocate for positive sports values, to encourage more young people to actively engage in winter sports.

This study also provides some references for the study of specific sports star images and sports values on youth participation in winter sports. Sports values can make the sports stars image have a greater impact on youth' participation in sports activities. Understanding specific factors can help those who want to lead youth to more sports activity and take different actions to promote cognitive or active participation. For example, the sports stars image that youth are interested in can be used to attract youth to pay more attention to sports related news or activities; It is also possible to attract the attention of youth by promoting different sports stars images and shaping diversified images.

Therefore, the longitudinal results of the current study provide valuable findings to help people understand that with the different sports stars image, the different values of sports, youth attitudes to sports participation may also vary. Students are interested in sports through the perception of sports star image and contribute to continuous participation in sports by instilling values that are important and can be useful in the future. In addition, students create a strong belief that they can exercise well like sports stars through their perception of sports star image, leading students to make

great efforts to participate in sports (Cox & Whaley, 2004). Athletes who are receiving public attention and attention as sports stars also need a lot of attention and effort to create a healthier sports culture, as their external, moral, and athletic images contribute to creating a value perception and expectation-related belief in sports. (Ahn& Lee, 2012)

5.2. Limitation and future study

As winter sports such as skiing are strongly restricted by the climate, the survey's respondents were mainly concentrated in northern and central China and failed to cover the youth population in most parts of China. And the research is confined to the specific geographical locations of the visited schools, potentially limiting the generalizability of the findings to a broader population or different cultural contexts.

In addition, due to the short time of data collection, there is a large difference in the ratio of male to female, and the study primarily focuses on high school students due to the difficulties in reaching and collecting data from junior middle school students aged 10-13. This narrow age range might not provide a comprehensive understanding of the developmental differences and trends across various stages of adolescence. Because of the challenges in reaching junior middle school students, their perspectives and experiences are not adequately captured in the study. This could result

in an incomplete understanding of the factors influencing the targeted age group.

Since the online questionnaire is mainly accessed by high school students, the sample might be biased towards those who are more comfortable with technology or have greater internet access. This could lead to an underrepresentation of certain demographics, potentially affecting the generalizability of the findings. And the students who choose to participate in the online questionnaire might have distinct characteristics or motivations compared to those who do not participate. This self-selection bias could impact the validity and reliability of the collected data. And their respondents might provide answers that they perceive as socially desirable rather than reflecting their true thoughts and behaviors. This bias could affect the accuracy of the data and subsequent analysis.

Future research should broaden the scope of the study to encompass various types of sports stars, aiming to capture a more comprehensive dataset. This could involve selecting athletes from different sports disciplines, as well as individuals from diverse genders, nationalities, and cultural backgrounds, in order to better understand the multifaceted factors influencing teenagers' sports participation. And combine quantitative and qualitative research methods, such as in-depth interviews or focus group discussions, to gain deeper insights into teenagers' viewpoints and motiva-

tions. This can help uncover complex relationships and reasons that quantitative data might not fully capture.

Also can control for other potential factors affecting sports participation, such as family environment, school policies, social support, and more. This will contribute to a more precise assessment of the independent impact of sports star images on sports participation. Or conduct long-term tracking studies to observe the enduring impact of sports star images on teenagers' sports participation. This can help determine whether there exists a sustained cause-and-effect relationship.

Future research also need to consider and analyze the influence of sports star images across different regions and cultural contexts to attain results that possess broader applicability; Ensure the sample's representativeness, encompassing teenagers of varying ages, genders, socioeconomic backgrounds, and geographical locations to mitigate sample biases; Utilize a variety of data sources, including surveys, observations, and text analyses, to obtain a more comprehensive and cohesive research outcome; Delve into an understanding of how the cultural context in which teenagers are situated impacts their attitudes towards sports stars, thereby providing richer interpretations of research findings.

By integrating the aforementioned suggestions, future research can comprehensively explore the nexus between sports star images and teen-

agers' sports participation, thereby contributing valuable insights to this field of study.

5.3. Conclusion

This study believes that sports star image has a great impact on youth sports participation. The formation of the relationship among the sports star image, sports values and sports participation is based on the premise that the sports star image has positive and negative effects on sports values, and affects sports participation. Therefore, this study provides empirical data for the role and sports star image by analyzing to what extent the sports star image has a significant impact on sports values and how sports values affect sports participation.

In order to achieve the purpose of this study, convenience sampling method, one of the non-probability sampling methods, was used to collect 294 questionnaires. As a research tool, this study modified and supplemented on the basis of previous research problems, and adopted R program for statistical processing of the collected survey data, thus drawing the following conclusions.

In the social value, the appearance image of sports star image, ethical image and athletic image were respectively explanatory power from high to low. In the entertaining value, ethical image, athletic image and physical image were respectively explanatory power from high to low. In the artistic

value, appearance image, athletic image and ethical image were respectively explanatory power from high to low. In the personality value, the ethical image has the highest explanatory power. It is followed by athletic image and appearance image. In the physical image, In the physical value, the athletic image has the highest explanatory power. It is followed by appearance image and ethical image.

We can also conclude from the results that there are significant effects of ethical image in social and entertaining value, appearance image and athletic image in artistic values, and athlete image and ethical image in personality values. But there is not significant effects in physical image.

In the cognitive participation, ethical image, athletic image and appearance image were respectively explanatory power from high to low. In the active participation, athletic image, ethical image and appearance image were respectively explanatory power from high to low. In the affective participation, ethical image, athletic image and appearance image were respectively explanatory power from high to low.

In the cognitive participation, personality value, artistic value, social value, entertaining value and physical value were respectively explanatory power from high to low. In the active participation, social value, artistic value, personality value, entertaining value and physical value were respectively explanatory power from high to low. In the affective participation, ar-

tistic value, social value, personality value, entertaining value and physical value were respectively explanatory power from high to low.

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Appendix

Questionnaire

您好：

我是一名来自首尔大学国际体育管理专业的硕士学生。目前我正在对特定的明星运动员是否会对人们的运动参与产生影响进行研究并因此设计了这份问卷。

本问卷大概需要您 10 分钟左右的时间完成。问卷结果只会用于我的毕业论文研究，不会泄露任何您的个人信息。请在认真思考后进行回答。

感谢您的参与和支持！

基础信息：

1. 性别
2. 年龄

关于谷爱凌的明星运动员形象

1. 我认为谷爱凌是伟大的
2. 我认为谷爱凌的外表看起来很棒
3. 我认为谷爱凌是迷人的
4. 我认为谷爱凌看起来很酷
5. 我认为谷爱凌看起来有一种健康美
6. 我认为谷爱凌拥有很好的外型
7. 我认为谷爱凌拥有一个强壮的身体

8. 我认为谷爱凌拥有最棒的运动技巧
9. 我认为谷爱凌是她所在项目的最好代表
- 10.我认为谷爱凌在比赛中总是表现的很好
- 11.我认为谷爱凌是有礼貌的
- 12.我认为谷爱凌的私生活是非常健康的
- 13.我认为谷爱凌是正直的
- 14.我认为谷爱凌看起来很体贴

关于你的体育价值观

1. 如果你是一个运动员的话你认为自己可以赚很多钱吗
2. 你认为职业体育出现的原因是因为体育可以带来经济效益，成为现代社会的必需品吗？
3. 你认为谷爱凌是一个在财富上成功的人吗
4. 你认为参与体育活动有助于促进友好的关系吗
5. 你认为参与体育活动可以帮助交友吗
6. 你认为参与体育活动可以帮助你认识他人并且加深友谊吗
7. 你认为体育赛事在媒体的转播下会变得更有趣吗
8. 你会花费大部分的空闲时间去参加体育活动吗
9. 你认为体育是娱乐吗
- 10.你认为体育具有艺术价值吗
- 11.当谷爱凌在比赛中表现完美的时候你认为她是美丽的吗
- 12.你认为谷爱凌的粉丝喜欢她是因为可以看到精彩的比赛吗

13. 你认为参与体育活动可以让你变得更有耐心吗
14. 你认为参与体育活动可以让你变得更沉着吗
15. 你认为参与体育活动可以帮助你集中注意力吗
16. 你认为参与体育活动可以促进合作吗
17. 你认为参与体育活动可以促进你的身体健康吗
18. 你认为参与体育活动可以防止疾病吗
19. 你认为参与体育活动可以帮助你控制体重吗
20. 你认为参与体育活动可以帮助你维持身体平衡发展吗

关于冬季运动行为

1. 通过观看谷爱凌的比赛我了解了更多关于冬季运动的相关知识
2. 通过观看谷爱凌的比赛我感受到了冬季运动的必要性
3. 通过观看谷爱凌的比赛我感受到了冬季运动的重要性
4. 通过观看谷爱凌的比赛我学习到了冬季运动的方法和规则
5. 因为谷爱凌我开始观看冬季奥运会的相关视频
6. 因为谷爱凌我开始尝试冬季运动
7. 我想要学习像谷爱凌一样的滑雪技巧
8. 我想要学习谷爱凌的项目，比如滑雪
9. 当我开始学习之后我的滑雪技巧在不断进步
10. 在观看了谷爱凌的比赛之后我经常想要运动
11. 我很享受滑雪
12. 我可以感受到冬季运动的乐趣

13. 在第一次体验冬季运动之后我对它们的看法更加积极了
14. 我为谷爱凌的每一场比赛感到喜悦
15. 当我在进行冬季运动的时候我感觉到我和谷爱凌之间的距离更近了

Abstract

2022 년에 등장한 아이린 구는 청소년들을 대상으로 겨울 스포츠를 홍보하기에 적합한 완벽한 스포츠 스타 이미지를 보유하고 있다., 본 연구의 목적은 청소년들의 스포츠 가치관과 스포츠 참여에 스포츠 스타의 성별과 이미지 특성이 어떤 영향을 미치는지를 조사하는 것이다. 연구 결과에 따르면, 긍정적인 스포츠 스타 이미지는 스포츠 가치와 스포츠 참여에 영향을 미치며, 긍정적인 스포츠 가치는 스포츠 참여에 직접적인 영향을 미치는 것으로 나타났다. 또한, 스포츠 스타 이미지는 참여보다는 스포츠 가치에 더 큰 영향을 미친 것으로 나타났다. 이에 더하여, 스포츠 가치는 스포츠 스타 이미지와 스포츠 참여 사이의 관계를 부분적으로 매개하는 것으로 확인되었다. 본 연구의 결과는 스포츠 스타를 활용하여 청소년들의 스포츠에 대한 인식과 행동에 영향을 미칠 수 있는 방법에 대한 시사점을 제공한다.

키워드 : 아이린 구, 스포츠 스타 이미지, 스포츠 가치관, 동계 스포스 참여

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