Are there social activities or entertainment popular to middle aged urban Chinese that we can manipulate (online or via mobile apps like WeChat) to elicit tastes, trusts, and preferences?

1. Travel (we could offer travel deals that vary in how many people the discount includes, and how much the discount depends on the cooperation of other participants)
2. Fitness (perhaps we could offer them various deals to get professional training on the following activities, similar to those in point 1 which can elicit their preferences):
3. Gym/fitness equipment
4. Group dance, ballroom dance
5. Yoga
6. Tai Chi
7. Sports
8. Movies/concerts/theater dramas/exhibitions (perhaps we could offer them different ticket packages, similar to those in point 1 which can elicit their preferences)
9. Volunteer/community service (perhaps we could offer them different types of volunteering – one encourages cooperation with others while one emphasizes individual effort)